Shirley G. Tessler

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Professional Background

Management Consulting
Aldo Ventures, Inc., 1990 - present

I am a principal of Aldo Ventures, a consulting firm founded in 1982 to offer strategic planning services to technology organizations. We offer general management consulting to both startups and established firms. Much of our work involves positioning strategies in new or existing markets, including competitive analyses, white paper development, and forecasting. We also perform due diligence analyses for investors.

Since 2007 I have also consulted with the MITRE Corporation on transfer pricing practices in technology intellectual property.

Industry Research & Teaching
Stanford University, 1993 - 1999, 2006 - present

Through an Aldo Ventures contract with Stanford University, I spent six years as the Co-Director of Software Research, a comprehensive, multi-year study of the worldwide software industry funded by the Alfred P. Sloan Foundation. The purpose of this research project was to analyze global software industry trends and understand the technical, business and policy issues that will affect its future.

The Stanford consulting work also included developing and presenting lectures, seminars and graduate-level academic courses on the software industry; directing graduate student research; consulting with government agencies and industry groups concerning industrial, trade and educational policy issues; public relations and fund-raising; and writing on the future direction of the software industry for both academic and business publications.

Since 2006 I have also been teaching a freshman seminar in the Computer Science department called the Business of the Internet.

Treasury Management and Administration
Elkem Metals Company, 1981 – 1988

I was the senior person responsible for the cash management for all North American affiliates of this billion dollar manufacturing company.

I was responsible for the search and negotiation process for all bank credit facilities, equipment lease financing, and long-term project financing, such as Industrial Revenue Bonds. I was also part of the management committee to hire and oversee pension fund investment managers. I managed the effort to design and build internal cash management and reporting systems, and was involved in the corporate introduction of expert systems for process control.

In 1985 I received the professional certification of Certified Corporate Cash Manager.

Acquisitions, Financial Analysis & Planning
Dravo Corporation, 1979 - 1981

I was a senior-level financial analyst specializing in mergers and acquisition analysis, capital spending decisions, budgeting, strategic planning, and project analysis.

In 1979 I also became a co-founder of the Professional Women's Association of Pittsburgh.

Cash Management Systems Development And Consulting/Credit Analysis
Mellon Bank, 1976 - 1979

As a banking officer specializing in financial systems, I did cash management consulting to Fortune 500 companies in New York City and Midwest region, 1978 - 1979.

I was manager of a credit analysis group involved in corporate statement analysis, forecasting, industry studies and acquisition analysis, 1976 - 1978.

Education

Stanford University	M.S.C.S. 1996
Department of Computer Science	
Wharton Graduate Division	M.B.A. 1976
University of Pennsylvania	
University of Massachusetts	B.A. 1973

Other Professional Activities

Advisory Board, AcrossWorld Communications, 1999 - 2003
Advisory Board, Scicomp Inc., 1997 - 1999
Program Committee, Innovative Applications of Artificial Intelligence, 1999 - 2001
Program Committee, AAAI Workshop on Diagrammatic Reasoning, 1994
Co-chair, Claremont Conference on Policy Making & Knowledge Systems, 1992
Member, IEEE

Publications

Weiderhold, G., Tessler, S., Gupta, A., and Branson-Smith, D. (2009), "The Valuation of Technology-Based Intellectual Property in Offshoring Decisions," Communications of the Association of Information Systems, 24 (31).

Tessler, S., Barr, A., and Hanna, N. (2003), "National Software Industry Development: Considerations for Government Planners," Electronic Journal of Information Systems in Developing Countries, 13 (10).

Barr, A. and Tessler, S. (2001), "Towards a Knowledge-Level Software Platform," International Semantic Web Workshop, Stanford University.

Barr, A. and Tessler, S. (1999), "Software Entrepreneurism in Korea," Stanford University, Asia/Pacific Research Center.

Tessler, S. for Lee, C-M (2000), " Silicon Valley Entrepreneurship," In Lee, Miller, Hancock & Rowen, The Silicon Valley Edge: A Habitat for Innovation and Entrepreneurship, Stanford University Press.

Tessler, S. and Barr, A., (1999), "Demand, Constraints and Consequences," and "Worker Shortage," In Freeman & Aspray, The Supply of Information Technology Workers in the United States, Computing Research Association & National Science Foundation.

Tessler, S. and Barr, A. (1998), "The Software Talent Shortage: Some Thoughts on the Subject," IEEE Potentials, 17 (5).

Barr, A., Tessler, S., Lissak, R., Loofbourrow, T., and Kurzner, L., (1998) "Knowledge Technology: Transforming Human Resource Management," PriceWaterhouseCoopers White Paper Series.

Barr, A. and Tessler, S. (1998), "Treasuring IT Talent," InTelligence Magazine, 2 (1). Barr, A. and Tessler, S. (1998), "How Will the Software Talent Shortage End?" American Programmer. (Also reprinted in Dr. Dobb's Journal.)

Barr, A. and Tessler, S. (1997), "The Software Labor Shortage: Implications for Immigration," Workshop on the Migration of Scientists and Engineers to the US, Institute for Economic Development. Boston University.

Barr, A. and Tessler, S. (1997), "Great People: The Missing Resource," Distributed Object Computing.

Tessler, S. and Barr, A. (1997), "A Pilot Study of Software Product Management," Proceedings of the Software Engineering Process Group International Conference.

Tessler, S. and Barr, A. (1997), "Software R&D Strategies of Developing Countries," Council on Foreign Relations, Globalization of Industrial R&D Study Group.

Tessler, S. and Barr, A. (1996), "The Globalization of Software R&D: The Search for Talent," Council on Foreign Relations, Globalization of Industrial R&D Study Group.

Tessler, S. (1995), "Some Thoughts on Regulating the NII," Proceedings of Infotech Malaysia '95, Kuala Lumpur.

Tessler, S., Iwasaki, Y., and Law, K., (1995) "Qualitative Structural Reasoning Using Diagrammatic Reasoning," Proceedings of the 1995 International Joint Conference on Artificial Intelligence, Montreal.

Barr, A., and Tessler, S. (1995), "Expert Systems: a Technology Before Its Time," AI Expert.

Tessler, S., Iwasaki, Y., and Law, K. (1995), "Qualitative Structural Analysis through Mixed Diagrammatic and Symbolic Reasoning, " In Glasgow, Narayanan & Chandrasekaran, Diagrammatic Reasoning: Cognitive and Computational Perspectives, AAAI Press.

Barr, A., Tessler, S., and Lent, B. (1995), "Revising the Classification of the Software Industry," Memorandum to the US Office of Management and Budget, Economic Classification Policy Committee.

Barr, A., and Tessler, S. (1995), "An Overview of the US Software Products Industry," Stanford Computer Industry Project, working paper.

Tessler, S. (1994), "Software Startups and Their Financing," Stanford Computer Industry Project, working paper.

Tessler, S., Barr, A., and Feigenbaum, E. (1994), "The US Software Industry: Success Factors in an Era of Rapid Change," Stanford Computer Industry Project, working paper.

Tessler, S., Iwasaki, Y., and Law, K. (1993), "REDRAW: Diagrammatic Reasoning System for Qualitative Structural Analysis," Proceedings of the Third International Conference on the Application of Artificial Intelligence to Civil and Structural Engineering, Edinburgh, United Kingdom. (Expanded version of this paper published in 1994 in the Journal of Computing Systems in Engineering)

Tessler, S., Iwasaki, Y., and Law, K. (1993), "Qualitative Structural Analysis Using Diagrammatic Reasoning," The Seventh Annual International Workshop on Qualitative Reasoning, Orcas Island, Washington.

Tessler, S., Iwasaki, Y., and Law, K. (1992), "Diagrammatic Reasoning in Problem Solving," Knowledge Systems Laboratory Report Technical No. KSL 92-12.

Barr, A. and Tessler, S. (1991), "Conference Report, IJCAI-91, Sydney, Australia," The Spang Robinson Report on Intelligent Systems, 7 (11).

Tessler, S. (1990) "Recent Work in Processing Complex Grammatical Constructions in NL-Soar," Eighth Soar Workshop, Information Sciences Institute, University of Southern California.

Lewis, Huffman, John, Laird, Lehman, Newell, Rosenbloom, Simon, & Tessler, (1990) "Soar as a Unified Theory of Cognition," Proceedings of the Twelfth Annual Conference of the Cognitive Science Society, Cambridge, MA.