



Les Squires – Longer C.V.

Degrees: Ed.D. Curriculum and Instruction, Columbia University, New York City

Areas of professional interest:

Social media, social networking, collaboration, curriculum design, education and training, information systems design, innovative business models, professional development, virtual professional networks. As dialogue and collaboration are the most important assets for an organization, Squires helps organizations grow their “people practices”.

Professional experience:

- a. **Corporate.** 25+ years President of Word Jenny Inc; 4 years CEO Group Commons LLC.
- b. **Application development** for clients including Microsoft, IBM, Massachusetts Department of Education, Dynamics Research Corporation, New England Telephone, Parker Brothers, SAAB, Disney, LoJack Corporation and approximately 50 more.
- c. **Field research.** Two years experience field testing social networking approaches in the U.S., India, and Central Europe..
- d. **Collaboration.** Successfully implemented collaboration software in areas such as medical clinical research, computer animation, executive information systems, regional development, health and human services, alternative trade barter currencies, year-round conference support, real estate association. Full annotated listing available upon request.
- e. **Member services.** Served for 15 years on the 32,000 member Boston Computer Society. 6 years Board Member. Created and operated 8 special interest user groups.
- f. **Presentations.** Workshops and keynote presentations at 40+ events in U.S., Europe and South Africa.
- g. **Entrepreneurs.** Consultant and workshop specialist at the Incubator at University of Ljubljana, building innovative ideas into successful global companies. Conducted workshops, interviews.
- h. **Universities.** Consultant/Designer Singidunum University in Belgrade, Linguistics Department, University of Graz, Austria. Incubator at University of Ljubljana. University of Maribor, Celje.
- i. **Financial and Government.** Network local school districts in Massachusetts U.S. to manage grant applications and distribute Federal and State grant funding.
- j. **Automotive.** Created evaluation tools for Saab Cars U.S. to assess performance and provide communication for over 750 local automotive dealerships in the U.S.
- k. **Consumer Software Products.** Created a consumer network of 450,000 users of Infoseek's commercial software, GO EXPRESS. Provided Customer Support for approximately 2 years.
- l. **Software Development.** Created/operated 16,000 member forum for Microsoft Access developers; 4,500 developers for MS Fox; 9,000 developers for Nantucket Corporation.

Present positions:

- a. **Corporate.** Founder and President of Word Jenny Inc. – Specialists in application development, social networking, organization development and professional development.
- b. **Research and Development.** Research Management Board (RMB) of International Project Management Association (IPMA) (2 years). Responsible for implementation of social networking strategy including Board, member associations, tools, education,

- research, training, consulting, special interest groups, research dissemination, EU compliance, etc.
- c. **Social/Political Movements.** Creator/Manager of Transition Town Movement 125+ local networks (U.S., Canada, Western Europe, Central Europe, Nigeria, South Africa, New Zealand, India, Peru, Russia, etc.)
 - d. **Clinical Research.** Creator/Manager of 1000+ member network for Clinical Research Professionals in Greater Noida, India
 - e. **Corporate Trade/Barter.** Currently setting up global trade barter network for corporations, countries and individuals to trade services in non-standard currencies, in conjunction with Community Exchange System (CES, Cape Town, South Africa)

Accomplishments -- IPMA Research Management Board

1. **RMB Meetings.** Participated in all RMB meetings at annual Congresses (Rome, Helsinki, South Africa, Istanbul) and Festivals of Knowledge (Denmark, Slovenia, South Africa), as well as special meetings such as Vienna.
2. **IPMA Family Website.**
 - a. **Daily maintenance,** including welcomes and personal responses to new members. Assistance to members expressing questions or problems.
 - b. **Group Type.** Designed categorization for groups (Boards, Member Associations, Consultants, Corporations, Young Crew, Congresses, etc.) Directed newcomers to the site how to create their entries in each category.
 - c. **Portfolios.** Designed the concept of a "group portfolio" and created prototypes for all groups.
 - d. **Professional Virtual Communities (PVCs).** Co-created standards and procedures for registering Special Interest Groups (SIGs).
3. **Workshops.**
 - a. Conducted social networking workshops in South Africa post RMB meeting in March for the APMSA.
 - b. Co-presented with Brane Semolic "IPMA Research Workshop in Istanbul" for Member Associations and IPMA researchers.
4. **Presentations at RMB Festivals of Knowledge.**
 - a. 12 Social Media Tools that Change Everything. Celje Slovenia, November 2009.
 - b. Introduction to the Relationship Breakdown Structure (RBS): New Model for Overcoming Fragmentation in Social Media Networks. Odense Denmark, April 2010
 - c. Introduction to the Relationship Breakdown Structure (RBS): New Model for Overcoming Fragmentation in Social Media Networks. Cape Town, April 2010
5. **Skype.** Personally welcomed each new IPMA member who furnishes a Skype address, providing training and technical assistance on the Skype communications tools.
6. **Special Focus.** Paid special attention to leaders and group meetings for Young Crew, Project Excellence Assessors, PE Awards and Latin American Member Association recruitment.