

## **Mark Clare**

1002 Kensington Boulevard, Fort Wayne, Indiana 46805  
(260) 433-7923 or [mark.k.clare@gmail.com](mailto:mark.k.clare@gmail.com)

### **Education and Degrees**

- Fellowship, Electrical Engineering and Philosophy, University of Minnesota, 1987
- M.A. Physics, Ball State University, 1983
- M.A. Philosophy, Ball State University, 1983
- B.S. Physics, philosophy and minor in math, Ball State University, 1980

*Honors: Outstanding Senior in Physics, Sigma Zeta Mathematics, Alpha Lambda Honor*

### **Industry Training and Certifications**

- Business Process Management Application Development, 2011
- Master Black Belt Certification, Lean Six Sigma, 2011
- Black Belt, Lean Six Sigma Training, 2004
- Organizational Change Management Certification , 1992

*Six-sigma black belts use applied math and the scientific method to improve processes*

### **Teaching Positions**

- Adjunct Faculty, Leadership Program and Learning and Organizational Change Program, Northwestern University, 2003 - Present
- Visiting Instructor and Adjunct Faculty, Department of Physics, Indiana University-Purdue University, Fort Wayne, 2011
- Contract Faculty, American Management Association, 1997 - 2000
- Teacher, Blackford High School, Physics and Math, 1982-84
- Teaching Assistant, Department of Physics, Ball State University 1980-82

Additional experience includes development of an online course for American College of Physician Executives and periodically teaching math courses at technical colleges.

### **Experience in Business and Industry**

- Founder, New Value Streams Consulting, individual practice focused on operations management, includes six month employed position at Aurora Health, 2008- Present
- Vice President, Center for Operational Excellence, Parkview Health, 2006-08
- Vice President, Knowledge & Informatics Management, Parkview Health, 2005-06
- Director of Knowledge Management and Strategist, Parkview Health, 2004-05
- Director of Enterprise Knowledge Management, Allstate, 2002-04
- Knowledge Architect, Kanisa, 2001-02

## **Other Professional Experience - Continued**

- Assistant Vice President and Officer, Knowledge Management and Strategic Planning, Lincoln Financial Group, 1997- 2001
- Senior Project Manager, Information Technology, Lincoln Financial Group, 1992-97
- Department Manager, Artificial Intelligence, Lincoln Financial Group, 1990-92

Prior to 1990 held technical positions at Navistar and 3M.

## **Selected Publications**

- Clare, M. (2009) Modeling Web Interactions as a Conversion of Mental Energy  
Web Science 2009 Conference, extended abstract
- Clare, M. (2008) Started the Cognitive Design Blog  
Active blog with nearly 600 posts and 30,000 unique visitors per month
- Clare, M. (2005) Direct Insurance Patents Could Trigger a Boom  
Featured article, Insurance IP Bulletin, Vol. 2005.1
- Clare, M. (2002) Solving the Knowledge Value Equation  
Knowledge Management Review
- DeTore, A., Clare, M. and Weide, J. (2002) Measuring the Value of R&D  
Journal of Intellectual Capital
- Clare, M., DeTore A. (2000)  
Knowledge Assets: Professional's Guide to Valuation and Financial Management,  
Harcourt Press, 2000

## **Selected Presentations and Workshops**

- “Cognitive Design and Learning Transfer”  
ASTD professional development network in Cognitive Learning, June 2010
- “Implementing an Interventional Informatics Program”  
2008 Health Information Management Systems Society (HIMSS) Conference
- “When Rules Make the Best Medicine”  
Invited presentation, Interact Conference, May 2006
- “Knowledge Management Lessons: From Lincoln Financial to Allstate”  
Knowledge and Performance Forum, Amsterdam meeting, November 2003
- “Knowledge Management for Financial Services”  
Conference chairman, Institute for International Research, July 2001
- “Creating Value from Knowledge”  
Workshop that attracted 100+ participants, KM World 2000

## **Patents**

- 7,475,018, 2009, Method for Structuring Unstructured Domains to Create Value
- 4,905,163, 1990, Intelligent Optical Navigator: Dynamic Navigation System