

# The Allison Group

## About Mary Ann Allison

A principal of the Allison Group, Mary Ann Allison works with businesses, governments, and NGOs to improve their capacity to generate positive results in rapidly-changing environments. Her approach combines skinned knees (real business experience ranging from Citigroup VP to directing an Internet start-up) and rigorous scientific theory. In her work as a futurist, she conducts research into the nature of community and social change and teaches Media Studies at Hofstra University.



**Allison's experience** includes internal and external management, strategic planning, and product development and delivery. Allison was with Citibank for 16 years where she worked with emerging technologies on a global basis. She was part of the team that took the credit card division from near bankruptcy to profitability. She led the team that designed and implemented service, operations, and back office systems for Citibank's first consumer banking via personal computer service, opening the first virtual branch bank and coordinating the first publicly-displayed 24 hour banking "face" (integrating 57 separate back office systems). Her CitiPhone Banking strategy increased the percentage of retail financial transactions by phone from less than 1% to over 44% in two years in 16 countries in Asia.

In 1996, she co-founded Human Ordered Technology, an Internet start-up company specializing in the development of branded Internet services and intelligent agent software.

**Allison co-wrote** *The Complexity Advantage: How the Science of Complexity Can Help Your Business Achieve Peak Performance*; of this the Wall Street Journal wrote:

"Anyone who grasps the concepts in *The Complexity Advantage* will have the power to change a business in startling ways. ... These are big ideas."

**Dr. Allison's research** is into the nature of societal change and changes in community, with a focus on virtual community. She has developed a robust model which enables individuals, groups, and organizations to understand and ground themselves in the current changes taking place in Western society.

She has both an M.B.A. and a Ph.D., the latter in Culture and Communications from New York University. Her dissertation won the 2005 Harold A. Innis Award for Outstanding Dissertation in the field of Media Ecology.