



CAPITOL CITY SPEAKERS BUREAU

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Joe Rotella

Travels from: Ohio

Fee Range: \$5,001 - \$10,000

"...something of a one-man think tank, has been doing more innovative things with the internet than anyone I've met yet."

-- (Bob Scott, Editor, *Accounting Technology*, April 16, 2009)

With over 20 years of web/application design and development experience, Joe Rotella is the CTO of Delphia Consulting and leads their Usability / Web Design & Development Practice. His team is responsible for the design of several government sites including Chicago's tourism site and the Las Vegas city site and many private sector sites, including Weiser LLP and GBQ.

He is in demand as a speaker, presenting on usability, internet marketing, web design and strategic HR. Look for his sessions at the Ohio Hospital Association Annual Meeting, CPAmerica International Marketing Conference, the Society for Human Resource Management (SHRM) Annual Meeting and the National Association of Government Webmasters (NAGW) Annual Conference.

Joe joined Delphia Consulting as Chief Technology Officer in 2002. As CTO, Joe is responsible for using technology to provide better products and services to clients and determining how technology will be used to implement the business strategy.

Prior to joining Delphia Consulting, Joe worked in the software design and development field for 16 years. Most recently Joe worked at CSG Systems and Lucent Technologies as a Technical Manager, where he was responsible for designing the user experience for billing and customer care web applications and managing a cross location, multi-disciplinary team of human factors engineers, user interface designers, technical writers, prototypers, and visual designers.

Joe's career path has also seen him managing projects through the software development lifecycle while promoting usability engineering best practices, including user centered design and scenario-based design methodologies. While a Distinguished Member of Technical Staff (DMTS) at Bell Laboratories, Joe designed and documented two web user interface look and feel standards used by 43 software products, including internationally deployed operations systems. Joe's efforts have focused on understanding users' needs to design solutions that are efficient, intuitive, and aesthetically pleasing while being easy to use.

Joe is a recognized leader in e-government initiatives. He consults nationally to help city governments deal with the challenges and opportunities of connecting with their constituents through their websites. In addition, Joe is a sought after speaker and author. He regularly contributes articles to CPA Practice Management Forum and Partner Channel magazines. Joe's recent speaking engagements include Microsoft Convergence, Association for Accounting Marketing, Society for Human Resource Management, National Association of Government Webmaster and LexisNexis.



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Joe Rotella cont'd

Joe has a strong interest in community service. He serves on the volunteer board of Human Resources Association of Central Ohio (HRACO), a large not-for-profit association dedicated to promoting excellence in human resources. Additionally, Joe served as Chair of AIDSWalk Central Ohio for three years (2000-2002) and President of the Columbus Council of AT&T Pioneers. Joe is the Chairperson of the Sage Leadership Academy Alumni Association ZSLAAA). Joe is a member of the Society for Human Resource Management (SHRM), Human Factors and Ergonomics Society, and is a Brother of Alpha Phi Omega (a national co-ed service fraternity).

Most Requested Programs...

- 10 Ways to Use the Web to Attract and Retain Clients
- Attracting and Retaining Talent across the Generations
- Technology Meets HR: Selecting and Justifying the Right Solution
- 10 Ways to Jazz Your Website: Learn from ExploreChicago.org
- The Buzz about Social Media and Web 2.0 - Social Media Strategies and Metrics
- Is Your Website Working for You? 10 Ways to Measure Your Website ROI
- Twitter, LinkedIn, and Facebook ? Oh My!
- Website Checkup: How Healthy Is Your Site