



## **Pete Anderson**

*Principal*

Pete has over 15 years of professional experience including eight years in the Financial Services industry and over seven years in the Information Technology industry. Pete leverages this vast experience as a Principal for Rhumbline by providing leadership to the On-Line Relationship Practice area. He applies his specific knowledge in user experience architecture and web site design, sales process and project management to insure the success of his projects.

Prior to joining Rhumbline, Pete was a Managing Consultant with Breakaway Solution's Central Region. Pete applied his skills as a user experience architect to web site design and development projects. Pete was responsible for the creation of Site Maps, Wire Frames, and Site Content deliverables. He also leveraged his experience with full project life cycle implementations of the Onyx suite of tools to provide leadership to numerous CRM projects including multiple implementations of the Onyx Customer Center Customer Loyalty program and Customer Call Center. His strengths include facilitation, requirements gathering and definition, prioritization, work estimation and planning, train-the-trainer activities, end-user training and rollout.

Pete joined Breakaway Solutions after serving as a Senior Consultant/eCRM project manager for Norstan Consulting where he was a critical team member of no less than six CRM implementation efforts. His primary responsibilities included: Project Planning & Estimation, Facilitation, Requirements Definition and Documentation, Change Management, End-User Training, and Software Configuration.

He gained over eight years of Financial Services experience at Norwest Bank in Minnesota. At the time of his departure from Norwest, Pete was serving as a Senior Business Analyst in the organizations Treasury Management Client Services area; responsible for providing business requirements for automated workflow applications used to implement Corporate Treasury Management products.

Pete holds a Bachelors degree in Studio Art from Bethel College & Seminary.

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**rhumbline** (*n*) : 1. A straight course between two points; 2. The most direct path taken by a ship to the chartered destination; 3. The optimum path to successful, productive interactions with customers, employees, partners and suppliers. [*syn. Rhumbline Partners Inc.*]