

James Brancheau, Ph.D.

CEO | Analyst | Author

Carbon-Pros, LLC

You can't manage what you don't measure

Summary:

Dr. Brancheau has more than 30 years experience in business, technology, and education. His newest venture is [Carbon-Pros](#), a research and analysis firm focused on smart grid technology. Initial research results will be featured in a book on the business and technology landscape of the smart grid. During his storied career, Dr. Brancheau has held a wide range of positions in public and private companies and at major universities. Jim has expertise in smart grid, energy efficiency, renewable energy, information technology, telecommunications, green building, business start-ups and exits, strategy and operations, marketing and sales, team building, software development, virtual organizations, research, education, writing, and public speaking.

Past Lives:

- Executive Partner at North Wind Development, investing in sustainable real estate projects
- Managing VP at Gartner, the \$1B analyst firm, responsible for Media Industry Advisory Service
- Co-founder and Principal of Solista Global, an emerging technology consultancy (sold to Gartner)
- Managing Director of Solista-Europe growing consulting from zero to \$3M USD in 18 months
- Board Director for Intellocity, an interactive TV development company (sold to Liberty)
- Tenured, award-winning research professor at University of Colorado at Boulder
- IT Director and Project Manager for SCT (now SunGard), the global IT services company, with responsibilities for client services, strategic planning, software development, and operations
- Systems analyst and software engineer at BF Goodrich, the tire company

Education:

- Doctor of Philosophy in Business and Information Technology from University of Minnesota
- Bachelor of Science in Engineering and Computer Science from Michigan State University

Selected Publications:

- *New Book: Smart Grid: Business and Technology Landscape (in-progress 2009)*
- *Carbon-Pros [Analyst Blog](#) at Carbon-Pros.com (2009)*
- *50+ research reports for Gartner clients in technology and media (2000-2006)*
- *Radio: "Emerging Technology Review" for Gartner (2001)*
- *Book: Essential Technologies for E-Commerce (1999-2000)*
- *Web: "Web Applications Development" 7 multi-media courses for O'Reilly (1997-1998)*
- *TV: Using the Internet for Business, 6-30-minute segments for International University (1995)*
- *50+ journal articles and research reports at University of Colorado (1985-1999)*

Additional Information:

- <http://Brancheau.com/>
- <http://LinkedIn.com/in/brancheau>