

Eli Willner
Principal Advisor

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Eli Willner is an accomplished and seasoned technologist and business executive. A “serial entrepreneur”, and hands-on manager, Mr. Willner has worked in both large, established organizations and smaller start-ups and applies his freshness of vision and creativity regardless of milieu. He is especially at home in the publishing, education and outsourcing industries where he has a formidable track record but his wide range of knowledge and broad experience make him a valuable asset in any industry.

A skilled communicator, Mr. Willner has been instrumental in closing numerous major contracts at his various places of employment.

Mr. Willner has utilized his talents to rescue faltering companies, bring profitability to companies that were bleeding money and devise innovative ways to accomplish what was others had written off as impossible. He recently headed an effort to rebuild an online eBook portal from the ground up, thereby rescuing a company from imminent failure. At another company where Mr. Willner was originally brought on as a consultant, he brought revenues from nearly zero to close to \$300k monthly by innovating new solutions, introducing new business areas and changing the company’s sales and marketing strategy. As a result he was offered a partnership in the company.

Mr. Willner innovated a pioneering method for multi-shore business process outsourcing that is still in use today and has been the subject of several articles, authored by Mr. Willner and others, on its effectiveness.

He built and managed a team that produced the first 1500 eBooks ever sold, in a joint Barnes & Noble and Microsoft effort, after prior efforts failed. He also headed a long-term R&D project for a major New York utility that proved successful, was brought into production and ultimately saved the utility millions of dollars in tax overpayments.

Mr. Willner has taught Computer Science at the university level, has published two books and numerous articles and has lectured extensively on his various areas of expertise. He is past Chairman of the XML Forum of New York and has served on several technical standards committees.

Mr. Willner is a hands-on manager who believes in positive reinforcement and mentoring to build strong teams and he has successfully managed software development teams both onshore and offshore – indeed, numerous individuals have gone out of their way to work with Mr. Willner for extended periods of time because of the positive effect on their careers and because of the vibrant, productive and enjoyable work environment he fosters.

Mr. Willner received his BS in Computer Science with honors from Brooklyn College, CUNY and has completed course work toward an MS in Computer Science at Brooklyn College as well.