



Where Technology Meets Opportunity
Planning • Implementation • Management

Technology Architects for Media, Information and Communications

Independent, Objective Advisors - Implementing your Vision - Moving it from Concept to Reality

Today's new technologies and trends represent enormous business benefits. Olson-Moss guides clients through the challenges of decision making when adopting effective uses of digital media technologies, online communities, social networking, and emerging communications services. Olson-Moss was established to fill a strong need in the market for strategic guidance to help rethink and retool critical strategic planning efforts and to help clients build the resources necessary to support business growth and continuity.

Olson-Moss has a unique blend of knowledge and practical experience enabling the firm to bridge communications between executive, business and technology management. It uses technology to build business growth through the pragmatic application of leading edge innovations in technology, media and communications. Olson-Moss utilizes their experience in software development, broadcast systems, IT and communication systems architecture, digital media systems, gaming, asset management, as well as technical public policy experience in digital media, software, and communications technologies.

Olson-Moss listens to your ideas to help define a technological vision for growing your business. We take the vision from initial concept to complete implementation.

- **Concept Development** – Vision, Business Case, Key Drivers, Impact Analysis, Consensus Building
- **Strategic Planning** - Priorities, Constraints, Budgets, Timing, Objectives, Metrics, Evolution
- **Design** - Technology Architecture, Resources, Systems, Applications, Services
- **Implementation** – Execution, Operations, Training, Budgets, Schedules
- **Rollout** – New Workflows, Change Management, Training, “Go Live” Preparation



Gary Olson **Managing Director**

Gary brings over 25 years of experience as a technology strategist, designer and well known innovator in Media Technology to the Technology Media and Telecommunications business sectors. His substantial experience and expertise includes broadcast, interactive telecommunication, interactive distance learning, and digital media production and distribution. He holds a US Patent in streaming media automation and distribution.

Gary's skills as a technology and business process analyst enable him to assess product attributes against client and end-user requirements. His analytical skills identify risk and evaluate how technology architecture aligns with future trends and promotes system inter-operability and integration. He has extensive experience in planning, budgeting, workflow analysis, business process engineering, project management implementation strategies, risk management strategies, and managing project portfolios.

Prior to founding MTS, Gary was the founding principal of VDO Ltd. a consulting firm specializing in strategic planning, design development and project management for broadcast, digital media, distance learning and broadband and gaming applications.

Some of his most significant innovations include developing a touch screen phone for AT&T, a file based HD production center, an interactive stadium seat, and the design and launch of the first non-state owned national broadcast and satellite television networks for countries in Eastern Europe, the Caribbean and South America.

Gary has a BSEE in Computer Technology from New York Institute of Technology and is a member of PMI, SMPTE, and IEEE.



Andy Moss **Managing Director**

Andrew Moss has 27 years of experience innovating, creating and managing a variety of leading edge technology businesses. Throughout his career he has helped diverse organizations deploy effective and creative uses for new innovations and advanced technologies.

Andy's background includes managing product & service businesses serving both the corporate IT and consumer markets. His experience combines a unique blend of business insight, technical strength and public policy understanding. He spent 17 years as an internal entrepreneur within Microsoft developing, launching and managing new products and services. At Microsoft he led pioneering efforts in digital media, online service delivery, distributed computing, & software development architecture and methodologies. His responsibilities included P&L accountability with general management and oversight for consulting, marketing, product and business development.

Andy has broad experience defining strategy, managing and implementing leading edge technology. Prior to leaving Microsoft he was the Senior Director of Technical Policy in Microsoft's Media & Entertainment Group. He led Microsoft's efforts defining partner strategies for aligning business and technical objectives impacted by public policy issues, such as Intellectual Property and Content Protection, Digital Broadcasting (TV and Radio), Cable Plug and Play and Broadband. Andy frequently represented Microsoft in Congress, at the FCC and other government and industry forums. He also helped cultivate and operate several businesses including Windows Media Center Edition, Zune, Windows XP Plus!, Microsoft Digital Broadcast Manager, Microsoft Visual Studio Enterprise Edition, Microsoft Consulting Services and Microsoft Solutions Framework.

Prior to Microsoft Andy worked for Fortune 500 companies, a software start-up and managed a boutique consulting practice. He led innovative technology efforts solving a range of business problems including: defined contribution plan management; electronic claims processing; automating agency and sales operations; materials tracking; customer relationship and portfolio management.