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## Steve Greechie MBA, MSLIS, MA

Business Strategy, Internationalization After finishing business school, Steve worked in not-for-profit marketing. He managed arts organizations, wrote marketing material for NGOs, and managed financial development campaigns for non-profits like The American Lung Association and the AIDS Action Committee of Massachusetts.

Then, after library school, he executed a cultural about-face and spent several years in the Corporate Affairs Office of a Fortune 500 company, McGraw-Hill. He supported its CEO, Terry McGraw, in corporate strategy, business development, and competitive intelligence. He monitored the many industries in which McGraw-Hill operates, particularly financial services, publishing and education. Much of his work concerned due diligence for the company's M&A program, including Standard & Poor's acquisitions.

On Wall Street, Steve has supported the Investment Banking Division of Morgan Stanley with financial and industry data.

Steve's published widely in several fields. His articles have appeared in, among other periodicals, Federal Librarian, The Journal of Business and Finance Librarianship, Online, Information Outlook, The Boston Business Journal, Broadside (American Library Association), Architectural Record and The British Journal of Psychodrama and Sociodrama. He contributed to The Core Business Web, which was chosen as the Best Business Reference Book of the Year by The American Library Association. He's published extensively in the arts; his book on the theater is published by Rowman and Littlefield.

### Insight

It was fun &ndash; sort of &ndash; working for a billionaire boss in a company that capped at \$21 billion. But marketers get lost in large corporations. Projects are fragmented between departments &ndash; sometimes between companies. There's no contact with the result of our work, and no contact with the people who benefit from it. What's more, large corporations are slow to respond to the industrial environment. Innovation is difficult. In the corporate world, creativity is suspect. Quaker advisors and vocational counselors tell us to choose work that we're invested in, and that involves all our skills. That's why I left big business to work with AVdrive.