Tim has worked in tech for 30+ years, beginning his career as an engineer in the early days of predictive analytics, using jet engine monitoring and inspection data to keep jet engine aircraft flying through preventative maintenance before turning his career focus to management consulting. He currently offers independent advisory services through Fresh Look Strategies, a single member LLC he started in August 2013.

Tim’s expertise focuses on growth and operational strategies for tech companies and nonprofits or social enterprises, including go-to-market strategies and operational capabilities. Tim was recently a Managing Director (partner) and led the tech industry team in the Corporate Performance Improvement practice of Alvarez & Marsal, a global professional services firm. Before joining A&M, Tim was a Director (partner) at Altman Vilandrie & Company, a boutique strategy consulting firm focused on tech, media & telecommunications companies, and investors in the TMT sectors. He also spent several years as a startup investor and advisor, and as the VP of Sales and Client Services for a big data and data science startup. Previously, Tim’s career spanned over 22 years in Accenture’s management consulting group, including 13 years as a Managing Director (partner) where he led: the management consulting portfolio for the firm’s largest software client, the strategy consulting group for communications, media and tech companies in the Pacific region, and the software industry sector globally for all Accenture services.

Tim continues to write on issues related to the business side of technology, including the financial realities facing software companies transitioning to SaaS and potentially disruptive market headwinds facing the tech industry. He is a Stanford MBA graduate and holds BS (highest honors) & MS degrees in mechanical engineering from UC Davis. Tim tweets @timjellison and lives in San Francisco.