



**Verna Allee**  
**CEO**  
**ValueNetworks.com**

**Verna Allee, M.A.**, is Co-founder and CEO of Value Networks LLC, dba ValueNetworks.com ([www.valuenetworks.com](http://www.valuenetworks.com)). ValueNetworks.com is the leading provider of value network visualization and analysis applications. Gartner named ValueNetworks.com as a “Cool Vendor” in 2009.

Ms. Allee has more than twenty years of deep experience in value networks, intangibles, knowledge management, and new business models. She has been a trusted advisor to more than 100 Fortune 1000 companies and has led government agencies, civil society organizations, and entrepreneurial startups in tapping intangible value for increased efficiency and competitive advantage.

Verna is a Fellow of the World Business Academy, advisor to the European Commission, and sits on a number of Advisory and Editorial Boards including Hazel Henderson’s *Ethical Markets* television series. She is the author of two books and more than 50 industry articles and papers on value networks and knowledge management.

She began her management career in 1975 as the co-founder of a networked sign manufacturing company. She organized the new company as a value network – a radical idea at the time. Within five years, the company was handling large installations from Alaska to Florida and revenue had grown to match some of the largest companies in the industry. Determined to carry her insights into global companies, she developed the *ValueNet Works*™ methodology, which is gaining rapid adoption and is the cornerstone of ValueNetworks.com applications.

Ms. Allee holds an M.A. in Organizational Leadership and Human Consciousness from JFK University and a B.A degree in Social Science and International Business from the University of California, Berkeley. She is a visiting lecturer at many universities around the world, most notably at Oxford University, the Marshall School of Business at USC (Los Angeles), and Hanken Swedish School of Business (Helsinki).

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