



# Hal Stanley

## Vice President of Offering Management Research

Hal Stanley is the Vice President of Offering Management Research for TSIA. In this role, Hal is responsible for the research agenda that informs his engagement with member companies offering them best practices and data-influenced research for creating compelling service offers.

Prior to joining TSIA, Hal held various senior leadership roles with companies including McAfee, Symantec, and Websense. His deep experience as a marketing strategist and quick ability to spot market patterns and growth opportunities for complex products and services has made him a valuable asset in his past roles and proves to be an asset to TSIA members as well.

Hal has a passion to amplify the customer voice. By listening skillfully to customers and coworkers to identify actionable insights, he connects people and teams to their stated outcomes.

Hal is a gifted communicator who reduces the complex to simplified, consumable frameworks that accelerate team progress. A proven leader, Hal can facilitate diverse groups to arrive at the right conclusion for the business.

Hal contributes to the TSIA blog on the topics of monetizing customer success programs, optimizing premium service portfolios, and creating and launching outcome-based services.