

Martha A. Dorris

Founder, Dorris Consulting International

Martha is the Founder of Dorris Consulting International (DCI) that works with private companies and governments to improve the lives of Americans through transformed government services. Martha leverages her almost 34 years of federal experience after retiring from the U.S. General Services Administration (GSA) to drive efficiencies and mission enablement through improving the customer experience (internally and externally) and the citizen experience. She worked primarily in the areas of information technology acquisition, digital service delivery and citizen or customer experience. Martha currently works with a wide range of companies in the citizen and customer experience domain to understand the government and partner to improve government services.

Prior to retiring, Martha served as the Director of the Office of Strategic Programs (OSP) within GSA's Federal Acquisition Service/Information Technology Service (ITS) to bring an outside perspective on the implementation of category management within ITS, organize the organization around category management and bring a customer focus to the organization. As the Director, she oversaw programs and products that deliver information technology to federal agencies including the government-wide agency contracts (GWACs) such as Alliant and Alliant Small Business, and VETS; Cybersecurity, USAccess, and Cloud Solutions. Martha worked with FAS leadership and OMB to initiative new solutions to meet agency and government-wide IT needs.

Prior to her work with the FAS, Martha was a senior executive in the Office of Citizen Services and Innovative Technologies leading both agency and citizen-facing programs to transform government to a 21st century digital government. The was to provide the public with access to government services and information anytime, anywhere, on any device. As the Deputy Associate Administrator in the Office of Citizen Services and Innovative Technologies, she oversaw the management and oversight of all OCSIT's shared solutions that drove innovation and open data government-wide, improved efficiency and created a digital government. Through communities of practice of almost 15,000 people government-wide, she was able to leverage the resources across government to change the culture and create the solutions needed to transform their organization.

For many years, Martha was also responsible for the platforms and services providing direct service to the public in English and Spanish through the web, phone, chat, email, and social media. Martha provided oversight to the USAGov Contact Center (formerly the National Contact Center) where they answered questions from the public via phone, email, and live chats in english and Spanish. In addition, she oversaw the USAContact contract which has provided agencies with the ability to acquire contact center services for every major disaster in the US and abroad for 10 years. She began the effort to drive the adoption of new technologies such as social media, mobile and cloud computing. In addition, she led the creation and implementation of a commercial grade search tool called DigitalGov Search which is used across 1,500 government websites to provide a common search experience across the federal government. In 2015, OCSIT touched

the public over 1.2 billion times. Martha was the driver of customer experience and digital services prior to the creation of 18F and the US Digital Services.

Martha's passion has been to improve the citizen experience by leveraging the unique central, government-wide position she held at GSA. Through the programs within OCSIT, including networks in the web and contact center communities, social media, mobile, and challenge communities, she began educating government leaders on the importance of improving the citizen experience. With the creation of a Government Customer Experience index (GCXi), she was able to quantify the experience the public and agencies were having with all OCSIT programs. This has led to continued changes in many programs based on concrete customer feedback. This index is being discussed as a possible approach for a CXi across all citizen-facing initiatives in the federal government.

Ms. Dorris has been active in the IT community for decades. She has been recognized for her hard work, dedication and leadership in numerous ways. She was a Fed 100 award winner in 2004, 2006, 2008 and 2011. She has been active with the International Council for Information Technology in Government Administration (ICA) for over 15 years and was named a Distinguished Service Award winner in 2005. In addition, OCS was recognized in 2007 with the President's Quality Award for Management Excellence for USA Services. She was the President of the American Council for Technology (ACT) from June 2007 to June 2009. Martha was also recognized by AFFIRM with the 2008 Service to the Citizen Award and named the Civilian Agency IT Executive of the Year by Government Computer News for 2009. She was a Sammie finalist for the citizen services category in 2012, was recognized with an Administrator's Award for Meritorious Service in 2014 and most recently was awarded the Franke Award by the American Council for Technology and Industry Advisory Council.