

Haddon Hill Group Hires IBM Distinguished Engineer

John Falkl brings 30 years of expertise integrating
API management with SOA and governance

Oakland, CA – December 4, 2013 – Haddon Hill Group Inc (HHG), an IBM premier business partner and consultant company focused on enterprise IT software services and sales, has engaged John Falkl as General Manager, Technology Strategy & Integration.

Prior to his retirement from IBM, John was IBM's leading technical expert on Service-Oriented Architecture (SOA) and Application Services Governance, working on a convergence strategy for service governance and API management. In his position at HHG, John will be based in Connecticut and focus on clients on the East Coast. He will also work with HHG's Chief Technology Officer, Phil Schaadt, to define the company's new end-to-end offerings integrating API management with SOA.

“In the new API economy, business success requires integration and governance of not just the exposed APIs but all of the enterprise's existing IT integration, infrastructure, and back-end applications,” said Phil. “John brings HHG outstanding depth of experience and hands-on familiarity with the full range of IBM SOA, API Management and Enterprise Architecture products across brands, including DataPower, Message Broker (Integration Broker) and WebSphere Service Registry and Repository.”

“I'm delighted to join HHG,” John Falkl said. “I was particularly attracted by the company's focus on solution architecture rather than just raw product integration, as well as its holistic approach to creating business value through IT. As an Enterprise Architect with an extensive history of solution architecture and design, HHG is the perfect fit. Constructing end-to-end solutions that focus on business return is what I do best, and I believe I can provide HHG's clients with significant value.”

John's three decades at IBM culminated in his position as IBM Distinguished Engineer and CTO of SOA and Application Services Governance. He focused on helping clients understand their existing Enterprise & SOA Architectures to strategically align and leverage their governance capabilities, including how to manage externally facing APIs and transition them for Cloud, Mobile and Social applications. His responsibilities also included enabling and aligning SOA and Service Governance and API Management functional integration across products, as well as coordinating SOA governance-related technology needs across IBM lines of business. John authored several developerWorks articles on SOA policy reference architecture and governance as well as being responsible for IBM analyst relations regarding SOA, SOA Governance and API Management.

John and Phil will lead the first of a series of HHG webinars on API Management: “[Did API Management Kill Service Oriented Architecture \(SOA\)?](#)” on Tuesday, December 10th at 10:00 AM PST.

About [Haddon Hill Group \(HHG\)](#)

Haddon Hill Group was founded in 2003 by Phil Schaadt to address the growing need to link IT investment to business value in enterprises that rely on complex computer systems, such as financial services, healthcare, insurance, retail, distribution and manufacturing. For the managers of such high-volume, high-complexity, business-critical IT infrastructures, HHG can help improve business alignment, financial control and performance, governance, reliability, and service support through consulting, analysis, hands-on engineering and facilitation methodologies. HHG provides comprehensive technical expertise to help clients configure, integrate, implement and extend vendor products to create IT and business service management capabilities not possible with simple tool configurations.

As an IBM Premier Business Partner, HHG has deep experience working with and integrating IBM products to provide value to business enterprises. HHG consultants are trained and certified across the IBM Software Group’s entire Brand Portfolio, and can integrate all these products into a coherent and efficient, business-focused IT infrastructure for clients. HHG has become the go-to boutique IBM business partner for technically challenging SOA integrations.

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