

## MARK R. JONES

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### — CURRICULUM VITAE —

**Mark R. Jones, Ph.D.**

**(Ph.D. in Organizational Systems; M.S. Management; B.A. in Systems Analysis)**

**CHIEF SYSTEMS ARCHITECT (RELATIONAL-CULTURAL | STRUCTURAL-TECHNICAL)  
CHIEF EXECUTIVE OFFICER | CHIEF INFORMATION OFFICER | VICE PRESIDENT | DIRECTOR**

**As a Senior Executive Leader, Dr. Mark R. Jones** has over 35 years entrepreneurial and intrapreneurial leadership and organizational development, performance optimization, and transformative technology experience. Founding Partner of The Sunyata Group, serving concurrently as the **Chairman and CEO** of the Sunyata for-profit and non-profit entities (<https://www.sunyatagroup.ws/tiki-index.php?page=HomePage>). Over 28 years of fulltime professional experience, including 5 years fulltime experience serving at a senior executive level — **CEO / Executive VP / Corporate VP / CIO / CTO / CTA** — in organizations with annual budgets of \$100M or greater, and in non-profit, elected, or appointed positions. Achieved over a billion dollars in cost savings, cost avoidance, and/or revenue generation for clients and employers.

Dr. Jones and a research partner are initiating a new wellness research project for 2019 to investigate the physiological and psychological impact (if any) of increased social cohesion on therapeutic outcomes and improvements in quality-of-life of geriatric, chronic pain, and disabled sample populations. Current and recent work includes diversity-inclusion-equity consultant and executive coach with security and law enforcement; diversity-inclusion-equity coach and trainer to educational-support non-profit; vice chair of college Presidential Search; strategic thinking partner to college leadership team and board of trustees during accreditation review process; strategic thinking partner to a College President; chief systems architect (cultural | technical) and asset mapping researcher (technical | relational | abstraction | informational | negotiation | implementation), consultant, and administrator for inclusive economic development projects with community organizations; co-designer and co-facilitator of EDT-CIOT-based projects for "Rebuilding Beloved Community between African Americans and American Jews", "Can we talk? Civil Discourse" Herzl-Ner Tamid Conservative Congregation, League of Education Voters (LEV), and NW Interfaith Council; and lead convener and host of ongoing Holistic Integrated Mastery Process (HIMP) developmental programs with former US Olympian and US and Canadian National Body Team members, former graduate students, and research partners.

Specialization is change management / business transformation / community development with a focus on social cohesion root cause analysis through leadership and organizational development (ESCCO: Emotional-Social-Cultural-Cognitive-Organizational) behavioral competencies integrated with performance optimization (process/quality management | informatics), and technology integration. Regional-level Malcolm Baldrige National Quality Award (MBNQA) examiner, senior member and past Chapter Vice-President of Society of Manufacturing Engineers (SME), and Vice Chair of Wellness in the Human Development and Leadership division of the American Society for Quality (ASQ). Past seven years researching and prototyping the ESCCO Developmental Theory (EDT) and the Cultural Identity-Orientation Theory (CIOT). These theories (and tools) codify key technical and relational efficiency and effectiveness elements required for providing and achieving leading-edge design, development, and delivery of scalable interventions applied to learning (individual | organizational), effectiveness (individual | organizational), engagement (employee | customer), employment on-boarding and process introduction, leadership and organizational development (including succession planning), performance assessment (People) and performance optimization (processes) for businesses and communities.

Dr. Jones has performed organization optimization, administration and governance, policy development, and strategic planning efforts — within complex environments for multi-national corporations and with the U.S. government. Over 10 years international work experience, and since 1983 has facilitated over 1000 events (meetings, workshops, and conferences) that optimize personal and/or organizational development. Dr. Jones has provided leadership and technical support to the Defense, Aerospace, Manufacturing, Information Technology, Healthcare, Environmental Sustainability, Education, Community, Retail, and Entertainment sectors — including clients/employers such as ALCOA, Boeing, DoC, DoD, DOE, DoL, NASA, Treasury Dept., Intel, Washington Health Foundation, Terra Foods Group, COOP-3 Food Cooperative, ACM, ANSI, APEC, DAMA, DRMA, OMG, IEEE, ISO, PDES/STEP, and SME. He has also provided leadership and educational support to: Saybrook University, Goddard College, Antioch University, Seika University, Western WA University, University of WA, Morris-Brown College, and Boeing.

As the Research Director of the Integral Wellness Group, Dr. Jones promotes health and wellness strategies based on individual (personal) and collective (community) awareness and responsibility — using a whole-systems design, whole-person approach, and whole-lifecycle strategy to optimize wellness through prevention and intervention. His hypothesis is

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that it is possible to quickly have a positive impact on health and wellness measures and metrics by leveraging insights, practices, and processes from comprehensive integral wellness approaches. For some forty years Dr. Jones has been exploring, analyzing, experimenting, innovating, and optimizing health and wellness practices, techniques, and processes. These explorations included being wired-up (EKG, EEG, Sphygmomanometer, and Galvanic Skin Test) and monitored in the 1970's to measure the effect of "conscious-control" practices such as meditation and yoga on physiological states.

While serving as a CIO/CTO as part of a government project, Dr. Jones was read into the work that Johns Hopkins was doing on the Center of Excellence Patient-Centered Care model. His role was to identify the requirements that the model would impose on IS/IT enterprise architectures, information management policies, and technology platforms/environments. His strategic insight was that the model would ultimately require a switch from an episodic care model with commensurate IS/IT tracking systems, to a whole-lifecycle care model that would require an entirely new IS/IT applications architecture that would have to be structured to manage electronic health objects (EHO) as threads being acted upon by applications, as opposed to electronic health records (EHR) being processed as unrelated data transactions. Dr. Jones followed-up on this notion by doing consults with a start-up company (Iomedex) that was attempting to build such a system. During the years that Dr. Jones has been researching health and wellness — he has developed frameworks, architectures, and behavioral dynamics models that explain healthcare and wellness systems issues in North America, Europe, Japan, and India. These efforts led to his receiving a personal invitation by Nobel Laureate Dr. Lee Hartwell to participate in the 2007 Pacific Health Summit.

Dr. Jones researched and consulted to Washington Health Foundation (Seattle) — "Healthiest State in the Nation" Initiative, GrowTalent (Delhi, India) — East Bangladesh Healthcare Initiative, Bastyr University (Seattle) — Wellness Center exploration, and GlaxoSmithKline (UK) — Proposal for Comprehensive Corporate Wellness Non-Residential Program. He consulted to Bastyr University (Seattle) to explore co-hosting a conference series on "Convening the Whole-System of Healthcare. The purpose of the conference series would have been to convene representatives of the "whole system" of health and wellness to promote and deliver effective and efficient solutions (including policies & regulations) for health and wellness processes and practices — leading to demonstration projects on how the healthcare system should work. He also worked on a proposal with Swedish Hospital to integrate patient safety and medical home into a common model that would support multiple delivery modalities.

Dr. Jones is a systems scientist who focuses on the intersection of Leadership Psychology (applied behavioral systems, cognitive systems psychology, family systems psychology, and organizational psychology), Organizational Health (systemic resilience, high-performance teams, creativity, and thriving and sustainable systems), and Operational Excellence (business process results, process/quality optimization, and innovation). His emphasis on this intersection is used to inspire and cultivate whole person learning by developing Personal Mastery (vibrant, resonant awareness and systemic wellness), Organizational Mastery (resilient, sustainable organizational systems and results), and Systemic Creativity (interconnectivity, play, prototyping, and innovation). His research strategy is an adaptive design approach (inferior treatment groups) employing mixed methods designs using qualitative context and content analysis techniques, and quantitative clustering and classification techniques such as Binary Logistic Regression Analyses, ANOVA, Repeated Measures ANOVA, Multiple Regression Analyses, Discriminant Analyses, Decision Tree Classification Analyses, Bayesian Analyses, and Scale Equivalency Testing. His current research focus is on the technical and cultural dimensions of individual, organizational, and societal change and resilience. He sponsors and hosts a think-tank (SLI: Sunyata Leadership Institute) of colleagues, experts, former graduate students, Olympians, National Body members, and polymaths that participate in the Holistic Integrated Mastery Process (HIMP) developmental programs.

## **BOARD EXPERIENCE**

American Society for Quality, Human Development & Leadership Division, Board Vice Chair — 2014-present (Elected)  
Call of Compassion NW Board, Founding Member, Chair — 2015-present (Elected)  
Goddard College Board of Trustees, Vice Chair | Corporate Treasurer — 2015-present (Elected)  
Saybrook University Faculty Senate — 2015 (Appointed)  
Washington State Quality Association, Certified Examiner — 2012-present (Appointed)  
Ecopraxis Board of Directors — 2008-2015 (Elected)  
Compassionate Action Network (CAN) Board, Founding Member — 2008-2011 (Elected)  
Antioch University (Seattle) Program Accreditation Review Board, External Reviewer — 2010 (Appointed)  
Greater Maple Valley Area Council (Unincorporated King County), Vice Chair — 2004-2006 (Elected)  
Spirited Work Learning Community, Founding Steward — 1999-2006 (Appointed)  
Voices of Children Board, Chair — 2000-2004 (Elected)  
Antioch University (Seattle) Board of Visitors — 1998-2000 (Elected)

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Boeing Black Employees Association, President — 1998-1999 (Elected)  
Project LEAD of United Way King County, Chair — 1995-1996 (Elected)  
Volunteer Committee of United Way King County — 1995-1996 (Elected)  
Seattle Central Area Reconciliation Program Board — 1995 (Appointed)  
International Standards Organization (ISO) IRDS Committee, Vice Chair — 1990-1994 (Elected)  
American National Standards Institute (ANSI) X3H4 Committee, Vice Chair — 1990-1994 (Elected)  
ANSI X3H4 Committee, Head of US Delegation to ISO SC221 WG3 — 1990-1994 (Elected)  
Totem Girl Scout Council Site Safety & Risk Management Committee — 1986-1993 (Appointed)  
NAACP Board of Directors (Seattle Chapter), At-Large Member — 1990-1991 (Elected)  
Society of Manufacturing Engineers (SME) Robotics International 314, Vice Chair — 1984-1985 (Elected)  
Western Washington University Board of Trustees, Student Representative — 1976-1977 (Appointed)  
Associated Students Body of Western Washington University, Vice President — 1976-1977 (Elected)  
Associated Students Body Meadowdale High School, Vice President — 1974-1975 (Elected)

### PROFESSIONAL ORGANIZATIONS:

American Academy for the Advancement of Sciences (AAAS)  
American Society for Quality (ASQ)  
New York Academy of Sciences (NYAS)  
Society of Manufacturing Engineers (SME)  
Washington State Quality Association (WSQA) / Performance Excellence Northwest (PENW)

### TELEVISION & MEDIA

Commentator and trainer for Boeing “Teaming for Change” live broadcast televised shows to 30,000 management employees.

### SELECTED WRITINGS:

Dr. Jones has authored more than one hundred articles, reports, and technical documents. He has been published in ASQ Quality Management Journal, and Database Programming and Design magazine, and been named in “Who's Who of International Professionals.” He has presented at professional societies, community programs, and universities on technical and leadership topics. Dr. Jones is the past vice chair and manager of internationalization (“harmonization”) of American National Standards Institute (ANSI) X3H4 Information Resource Dictionary System (IRDS) Committee; past deputy rapporteur (vice chair) and international editor and author of the International Standards Organization (ISO) IRDS Framework Standard; and former head of the American delegation and lead negotiator for integration of national and international program planning initiatives concerning repository and database technology.

### RESEARCH WRITINGS:

- Jones, M. R. (1996). *Reflective analysis in transformative leadership: A journey in self-discovery* (Unpublished Master's thesis). Antioch University, Seattle, WA.
- Jones, M. R. (1997). *Reflective practices: Study guide*. Seattle, WA: Antioch University (Seattle) Graduate Management Program.
- Jones, M. R. (2011a). *LIOS: Concepts and competencies summary*. Renton, WA: The Sunyata Group. Retrieved from <http://www.sunyata.ws>
- Jones, M. R. (2011b). *Practitioner's summary of research methods*. Unpublished doctoral dissertation support study. The Sunyata Group, Renton, WA. (41 pages)
- Jones, M. R. (2011c). *The impact of emotional-social-cultural skills on process improvement institutionalization*. Unpublished doctoral dissertation draft proposal. Saybrook University, San Francisco, CA. (87 pages)
- Jones, M. R. (2011d). *Sustainability — Intervening in the collapse of complex systems*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (42 pages)
- Jones, M. R. (2012a). *Analytical methods for sustainability — Emergy evaluation analysis*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (57 pages)
- Jones, M. R. (2012b). *Evaluation of Emergy method as a personal tool for sustainability*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (49 pages)
- Jones, M. R. (2012c). *Disasters and suffering: The cost of human complicity in the collapse of complex interconnected*

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*systems*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (39 pages)
- Jones, M. R. (2012d). *Analysis of LIOS and Organizational Systems integration*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (59 pages)
- Jones, M. R. (2012e). *Meta-Analysis of contribution of Malcolm Baldrige national quality award (MBNQA) leadership-related factors to MBNQA final scores*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (67 pages)
- Jones, M. R. (2012f). *Critical thinking case study: Blended-modality teaching model for adult competency-based leadership development*. Unpublished dissertation pilot study manuscript, LIOS Leadership & Organization Development Program. Saybrook University, San Francisco, CA. (161 pages)
- Jones, M. R. (2013a). *Role of critical thinking in relationship to leadership competencies*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (58 pages)
- Jones, M. R. (2013b). *Role of Bias in the Malcolm Baldrige national quality award (MBNQA) system*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (45 pages)
- Jones, M. R. (2013c). *Critique of dissertation regarding emotional intelligence / emotional cognitive group norms*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (36 pages)
- Jones, M. R. (2013d). *Guide to quantitative analysis*. Unpublished doctoral dissertation support study. The Sunyata Group, Renton, WA. (52 pages)
- Jones, M. R. (2013e). *Meta-analysis case study: Analysis of contribution of MBNQA factors to success as measured by MBNQA final scores*. Unpublished doctoral dissertation pilot study. Saybrook University, San Francisco, CA. (50 pages)
- Jones, M. R. (2014a). Identifying critical factors that predict quality management program success — Data mining analysis of Baldrige Award Data. *Quality Management Journal*, 21(3), 49-61.
- Jones, M. R. (2014b). *Effect of leadership competency training on performance optimization readiness*. Unpublished approved doctoral dissertation proposal. Saybrook University, San Francisco, CA. (177 pages)
- Jones, M. R. (2014c). *Performance optimization — Design for success through leadership and informatics*. Unpublished approved revised doctoral dissertation proposal. Saybrook University, San Francisco, CA. (91 pages)
- Jones, M. R. (2015). *Performance optimization — Design for success through leadership and informatics* (Doctoral dissertation). ProQuest/UMI order number 3711260. Saybrook University, San Francisco, CA. (283 pages)
- Jones, M. R. (2017a). *Phylomemetic analysis of the role of culture on civilization development. Manuscript in preparation*. Renton, WA: Sunyata Group.
- Jones, M. R. (2017b). *Reference model for phylomemetic analysis of the role of culture on civilization development. Manuscript in preparation*. Renton, WA: Sunyata Group.
- Jones, M. R. (2017c). *Briefing on cultural identity orientation: Individualistic and communal*. International Humanistic Management Conference: Building Resilience in a Changing World, Seattle, WA: October [24-26-2017](#). Unpublished: Humanistic Management Network.
- Jones, M. R., (2017d). *Briefing #1: Introduction to cultural identity-orientation — Intersectionality*. Renton, WA: Sunyata Group. Retrieved from <http://mailchi.mp/8e68b35d1729/if-i-could-tell-the-world-one-thing?e=fd3f4f389a>
- Jones, M. R., (2017e). *Briefing #2: Introduction to cultural identity-orientation — Individualistic or communal*. Renton, WA: Sunyata Group. Retrieved from <http://mailchi.mp/717504d8ce99/which-one-are-you?e=fd3f4f389a>
- Jones, M. R., (2017f). *Briefing #3: Introduction to cultural identity-orientation — Civilizational development context*. Renton, WA: Sunyata Group. Retrieved from <http://mailchi.mp/3023be846bd4/a-real-way-to-apply-cultural-identity-orientation?e=7797b98bd8>
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- Jones, M. R. (1992, April). Unveiling repository technology. *DataBase Programming & Design Magazine*. San Francisco, CA: Miller Freeman.
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- Jones, M. R. (2009b). *Unix-based CMS installation, use, and maintenance: Working notes*. Renton, WA: Sunyata Group
- Jones, M. R. (2009c). *Web 3.0: Radiant network architecture (RNA) white paper*. Renton, WA: Sunyata Group
- Jones, M. R. (2010). *iLab innovation initiative: Business start-up package*. Renton, WA: Sunyata Group

### PUBLIC BENEFIT WRITINGS:

- Jones, M. R. (2001). *Seven-fold Dzogchen path: Reflections on a personal meeting with His Holiness the 14th Dalai Lama in India*. Dharamsala, IND: Spirited Work Group.
- Jones, M. R. (2002). *Community covenants: Spirited Work operational plan*. Whidbey Island, WA: Spirited Work Group.
- Jones, M. R. (2003). *Framework for the development of the Commons: White paper*. Whidbey Island, WA: Spirited Work Group.
- Jones, M. R. (2004a). *Balanced ecosystem-based resource management: Proposal*. Seattle, WA: King County Planning Committee.
- Jones, M. R. (2004b). *Declaration for a United America: Planning document*. Seattle, WA: King County Sub-Committee — Greater Maple Valley Area Council Unincorporated King County.
- Jones, M. R. (2004c). *Framework for the development of enlightened organizations: White paper*. Whidbey Island, WA: Spirited Business Group.
- Jones, M. R. (2005a). *Framework for the evolution of consciousness: White paper*. Renton, WA: Sunyata Group.
- Jones, M. R. (2005b). *Integral wellness — improving health in India: Proposal*. Renton, WA: Sunyata Group.
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- Jones, M. R. (2005d). *Integral wellness in healthcare: White paper and proposal*. Renton, WA: Sunyata Group.
- Jones, M. R. (2005e). *Integral wellness optimization summary*. Renton, WA: Sunyata Group.
- Jones, M. R. (2005f). *Integral wellness vision*. Renton, WA: Sunyata Group.
- Jones, M. R. (2005g). *The practice of community: Sunyata Associates pamphlet*. Renton, WA: Sunyata Group.
- Jones, M. R. (2006). *Price of peace three jewels keynote address: Buddhist Peace Fellowship Conference*. Seattle, WA: Sunyata Group.
- Jones, M. R. (2007a). *Education in wisdom*. Renton, WA: Sunyata Group.
- Jones, M. R. (2007b). *H-S-L experiment: Paper and workshops*. Assorted Conferences.
- Jones, M. R. (2008a). *Addressing the shadow: Reflection in action*. Renton, WA: Sunyata Group.
- Jones, M. R. (2008b). *Bridging the gaps: Intrapersonal and interpersonal*. Renton, WA: Sunyata Group.
- Jones, M. R. (2008c). *Developing a green economy for Cascadia Bioregion*. Renton, WA: Sunyata Group.
- Jones, M. R. (2008d). *Green economy implementation strategy*. Renton, WA: Sunyata Group.
- Jones, M. R. (2008e). *H-S-L compassion practice summary*. Renton, WA: Sunyata Group.
- Jones, M. R. (2008f). *H-S-L for children: Paper and briefing*. Seeds of Compassion (Sub team). Seattle, WA.
- Jones, M. R. (2008g). *Implementation support strategy for Compassionate Action Network*. Renton, WA: Sunyata Group.
- Jones, M. R. (2008h). *My spiritual manifesto: Buddhism shaped by the American experience*. Renton, WA: Sunyata Group.
- Jones, M. R. (2009a). *Cultivation of cultural intelligences and skills: White paper*. Renton, WA: Sunyata Group.
- Jones, M. R. (2009b). *Interpersonal communications processes guidelines: Coaching paper*. Renton, WA: Sunyata Group.
- Jones, M. R. (2009c). *Mastery through the co-development of leadership and artistry*. Renton, WA: Sunyata Group.
- Jones, M. R. (2009d). *Net-provider business model: Green economy implementation*. Renton, WA: Sunyata Group.
- Jones, M. R. (2009e). *Net-provider description: Green economy implementation strategy*. Renton, WA: Sunyata Group.

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Jones, M. R. (2009f). *Net-provider proposal: Green economy strategic planning*. Renton, WA: Sunyata Group.

Jones, M. R. (2009g). *Performance management targets framework: Coaching paper*. Renton, WA: Sunyata Group.

Jones, M. R. (2009h). *Permaculture and consciousness framework: The Monroe Institute leadership session*. Renton, WA: Sunyata Group.

Jones, M. R. (2009i). *Strategies for challenging interactions: Coaching paper*. Renton, WA: Sunyata Group.

Jones, M. R. (2009j). *The Mission of cultivating compassion: Interfaith dialogue paper*. Renton, WA: Sunyata Group.

Jones, M. R. (2009k). *Time management recommendations: Coaching paper*. Renton, WA: Sunyata Group.

Jones, M. R. (2010a). *Financial instruments exchange: Finance reform proposal*. Renton, WA: Sunyata Group.

Jones, M. R. (2010b). *PI+POD optimization approach: Healthcare reform proposal*. Renton, WA: Sunyata Group.