

Profile

Executive manager in business planning, startup operations, product management, and software development. Career track record of innovation in multiple business areas. Built and directing cross-functional, multi-disciplinary design, engineering, operations, and support teams. Recent focus on eCommerce and Web infrastructure. Hands-on, creative integration of business strategy, product design, system functionality, marketing/branding initiatives, business development, and product lifecycle management.

Experience

Omniscia Systems, Santa Rosa, CA 1/2004 – present
Principal/Founder

Established research business to pursue advanced software systems.

- Authoring a book on OO (object-oriented) GUI (graphical user interface) programming.
- Conceiving a desktop application that will enable a consumer audience to navigate large quantities of non-linear information in a visual manner.

Zhameesha Productions, Santa Rosa, CA 1/2003 – present
Principal/Founder

Established to develop and produce creative works related to a novel cycle I am writing.

Datingfaces.com, Santa Rosa, CA 8/1999 – 2/2002
A wholly owned operating unit of Envisix Corporation (see below)
Executive Manager/Founder

Conceived and launched an innovative Web-base business site for online dating.

- Identified market opportunity (paying customers for a Web-based service) and conceived innovative functionality to position Datingfaces as the superior service.
- Conceived, built, and launched unique marketing methods that extended off-Web.
- Directed outside service providers that envisioned and crafted the business identity (graphic, PR, copyrighting).
- Led team that designed, built, and managed technical operations of site.
- Key contributor in the development of the software system that powered the site (Perl, Linux, Apache, Oracle, HTML).

Envisix Corporation, Santa Rosa, CA 10/1995 – 2/2002
Founder, Executive Manager

Internet-enabled business processes through significantly personalized user experiences.

- Raised funding in two rounds (\$1.5 million)
- Managed business: staffing, HR, operations, management, investor relations.
- Led team (client, internal, and third-party) that created the first significantly user-personalized Web site in the financial service industry for Scudder Funds of Boston, including the first daily email driven by data feeds and customized by user profiles.
- Managed customer relationship with Scudder for development and for out-sourced site administration for five of their Web sites for three years.
- Personally conceived and created a sophisticated integrated system for managing large scale, dynamically-composed web sites (back when the Web was young and computed content was in its infancy).
- Personally developed and implemented one of the earliest Web sites that allowed customer interaction with the company's business operations

Doblin Group, Chicago, IL

1/1988 – 10/1994

Partner, Business Strategy Consultant

Provided strategic design consulting services to Fortune 100 clients to help them gain unique and sustainable competitive advantage. Specialized in the use of information as a design-lever to re-conceive and re-engineer businesses processes.

- **Amoco Oil:** Led a multi-disciplinary team (architects, MBAs, product planners, programmers, interior designers) to create a new approach for managing clusters of automobile fueling stations.
- **Steelcase Furniture:** Guided a design team that created a new family of modular office furniture; patented a PC-based GUI system for creating office space-plan layouts.
- **Aetna Insurance:** Streamlined information activity chains from data gathering by field agents through the back-end automation of policy production and issuance.
- **McGraw-Hill:** Conceived and prototyped business and financial information products; analyzed production processes and recommended means to create new delivery channels.

Raymond Control Products, Morgan Hill, CA

1/1985 – 1/1988

Product Manager

Started a software division to create PC-based software for computer controlled automated storage and retrieval products made by the parent company, Raymond Corporation.

- Conceived product line of three products all built on same software infrastructure.
- Established business unit procedures and hired staff.
- Specified, developed, and released four products.
- Oversaw development of all marketing and sales training materials.
- Supported sales efforts through visits and presentations to prospective customers.
- Directed 20 large-scale customized installations.

IBM Corporation, Boca Raton, FL

6/1982– 1/1985

Project Lead and Programmer

Implemented a robotic control language used to control production line robots.

- Acted as software liaison to robot's Japanese manufacturer. In this role, involved in multiple technical negotiating sessions in both the US and Japan (three trips to Japan)
- Supported domestic and overseas marketing groups. Traveled to London, and Munich.
- Aided in development of trade show demonstrations.

Education

Rensselaer Polytechnic Institute, Troy NY**Master of Science – Computer Systems Engineering, June 1982**

Thesis: Heuristic motion planning of a hierarchically distributed robotics control system

Bachelor of Science – Engineering Science, December 1981

Minor: Solid state physics

Patents and Publications

- Patent No. 5,111,392 Design system for creating furniture layouts
- Published in Proceedings of, and presented at, several IEEE conferences