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Objective

A Vice President of Engineering position at a company which has the ability to change the paradigm, responsible for project management, resource management, strategic involvement in the corporate business and product development strategy, and an integral member of the management team.

Professional Summary

Technical

- Designed and implemented 5 Real Time embedded Operating systems.
- Focus on Linux and embedded Linux development since 1996.
- Chair of the Boot Time Reduction Workgroup (BTWG) of the CELinux Forum .
- 16 Years embedded systems experience.
- Knowledge of real time operating systems and communications / network.
- 5 years working on Set Top Box design and production.

Business

- Support fund raising efforts in both private and public equity markets.
- Well-versed in negotiation techniques, ability and presence to represent the company internally and externally with clients, vendors and partners in both business and technical environments.
- Well developed written and oral communications skills. Establish and maintain effective rapport with individuals of diverse backgrounds. Communicate ideas into a plan or system that is readily explainable.
- Promote systems and organization with emphasis on quality ideas, seek strategies that have a high payoff, devise contingency plans in case of encountering adversity, very open minded, alert to the challenges of applying new Management
- Natural leader able to motivate others effectively, success driven yet team-oriented leadership style. Highly effective interpersonal skills, people person.
- Able to realistically judge project time and deliver on schedule. Adept at project cost analysis and customer relations. Solid track record of successful high quality product development, on schedule, within budget.
- Strong project management skills, able to objectively see the reality of a situation develop and implement high quality procedures and quickly respond to challenges.

Experience

2008 -

**Sonic Solutions - Sr. Director of Corporate Development
OEM Software**

**San Jose,
California**

Came to Sonic Solutions as part of a major transition.

- Worked directly for the GM of the Roxio division.
- Helped evaluate and install global productivity software and agile/scrum through out the entire engineering and product management organizations.
- Introduced process into to the engineering, QA and Build groups.
- Trimmed and optimized the OEM group to move more quickly and better respond to customer needs.
- Made many trips to China and Singapore to work with customers (Dell, Lenovo, Asus and Acer).
- Managed 100 engineers in China and Japan.

**2007 -
2008**

Kesh Consulting - independent software

**San Jose,
California**

Focus on open source / music software. Creating and porting (FOSS) software to enable the creation of embedded components.

- Made enhancements to several open source Music/Multimedia packages.
- Create bootable ROM based boot system for Eden Via processor.
- Implemented a small hardware based Midi Sampler for EgoSys corp.

**2005 -
2007**

**2Wire Inc. - Director of Media Software
Set Top / Network Linux**

**San Jose,
California**

Joined 2Wire to bring to market a network based High Definition Digital Video Recorder. Homezone, marketed by ATT, is the first of its kind network integrated digital PVR. The challenge for this project is managing the integration of the various components, companies and resources.

- Worked with customers including ATT/SBC Yahoo and MovieLink to manage relationships, expectations and trust.
- Focused on team morale and communications flow, Improved overall communications flow between internal departments.
- Managed to hit first deliverable on time with clearly defined expectations.
- Help define technologies like Web Remote Access for PVR, VOD movie download, and web based content sharing.

**2003 -
2005**

**Pioneer Electronics - Director of Development
Set Top Linux and Embedded design**

**San Jose,
California**

Hired to grow and lead a team of engineers from 6 to 22 focusing on Pioneer's next generation settop box and consumer electronics products. Implemented project schedule, feature list and long term goals with executive management (US and Japan) approval. Brought team work and focus to a group that previously not did efficiently work with each other. Worked with third parties, business and technical, to enhance product offering.

- Working with existing team to enhance productivity and morale and make changes where appropriate .
- Managed or attended Pioneer representative for the UPnP, IEEE, IETF, DLNA, DHWG and CELinuxForum committees .
- Guided the process to enhance current architectural design and implementation, including stability.
- Created and implemented policies for development, release control, and quality.
- Conduct market research into existing products and future customer requirements.
- Worked with 3rd parties to on new business and technical relationships.
- Created project plan and schedule, and implemented new procedures for source code control and bug management.
- Conducted in-depth architectural review of existing code base.

**2001 -
2003**

**Digital Home Technologies - VP of Applications Development
Linux and Embedded design**

**San Francisco,
California**

Directed all development activities and personally designed and coded embedded application and OS components for a Multimedia distribution system.

Digital Home's product was a next generation in-home entertainment network. It consisted of a server running embedded linux on a powerPC 405 plus a firewire to Ethernet bridge and an LCD display based on a motorola cold fire processor running an in house real-time executive.

- Provided technical direction at Venture Capital meetings and events.
- Contributed to Business Plan as well as Board Meetings.
- Ported Texas Instruments 1394 evaluations code to IceLynx Micro and created working prototype which was shown at CES.
- Wrote/Ported 1394 driver for the Phillips PDI1394L40 link chip using the TI Phy, running on an embedded ColdFire.
- Finished port of PPCBoot allow for loading of a linux kernel from an ATA hard disk.
- Creating new business opportunities with new customers.

**1999 -
2001**

**QPict, Inc. - Director of Engineering
MP3 recorder / player**

**Cupertino,
California**

Designed and implemented a real time OS running on an ARM7 in addition to the various hardware drivers IDE, ATAPI, and USB. Directed and managed engineering activities, including designed reviews, implementation, hiring and QA. Worked with customers both locally and in Asia to define and balance product requirements and deliverables. Delivered demo to CES of a consumer MP3 capable of writing MP3CD, audio CDs and storing music locally on an internal hard drive.

- Worked with customers and venture capitol firms and helped create product definition.
- Created project schedules and software road maps.
- Brought this product to market in less than one year with a team of only two software engineers.
- Developed from scratch: OS, IDE driver, ATA/ATAPI Layer, CDR layer, HD layer, FAT12/16 File system, ISO 9660 file system, USB Driver on host, USB driver for Macintosh.
- Worked closely with the hardware engineers to qualify and enhance custom ASIC.
- Wrote specifications for various components, including, OS overview, OS Task Switching, USB low level protocol, ISO 9660 file system and FAT12/16 file system.

**1998 -
1999**

**Adaptec Corporation - Software Manager
Software Products Group, Toast and Jam, CD recording software for Macintosh**

**Milpitas,
California**

Worked closely with the existing management at Adaptec to bring a viable yet under managed product back to it's former glory. This position required a great deal of cross functional cooperation through out the entire company. Focusing on my interpersonal as well as time management skills allowed for a successful release of next generation of Toast.

- Expanded the Macintosh software team by hiring full time and consultant engineers.
- Dealt directly with customer and licensees to ensure timely delivery of needed features.
- Responsible for project management, scheduling, motivating a team of design and QA engineers.
- In conjunction with Marketing, helped in design, feature selection and implementation.
- Worked with Graphic Artists and marketing on interface design.

1997 -
1998

Apple Computer - Software Manager
Core OS Group, Mac OS X

**Cupertino,
California**

Utilized my knowledge of MacOS with that of Unix to bridge together the existing board bring up team with the newly forming MacOSX team. Utilizing partnerships established during my last employment with Apple I was able to create working relationships which enabled smoother communication flow and a more productive environment. In addition I managed/inventoried all of the new computer hardware for the OSX team .

- Created a strong highly productive team from within and outside of Apple.
- Designed and implemented all hardware support for Macintosh and Intel CPU.
- Responsible for project management, scheduling, motivating a team of ten.
- Worked with many areas within the company to resolve issues and provide long and short term planning.
- Consistently ahead of schedule and over delivered, on hardware and new API designs.
- Continued to remain technically active as manager by implementing needed drivers.

1996 -
1997

Cobalt Networks, Inc. - Director of Software / Founder
Cobalt Cube

**Mt. View,
California**

Worked with the other founders to create a business plan that was presented to many Venture Capital firms. Independently created linux Cross tool chain and embedded development environment for working with our custom MIPS hardware. Successfully brought up the linux kernel on our custom hardware in order to achieve first round Venture Capital .

- Established the software engineering department by building a strong team of engineers in under three months.
- Provided input on business plans, market trend reports and strategies.
- Help develop partnerships with Venture capital firms in order to secure funding.
- Responsible for hiring, scheduling, development tools and project management.
- Implemented cross design environment, including GNU C, binutils and libc on Intel and PowerPC.
- Ported LINUX kernel to custom MIPS based hardware and had apache running in less than five months.

1994 -
1996

Apple Computer - Software Manager
New Media Group, Member of Apple's Architectural Review Board

**Cupertino,
California**

Create a custom operating system for a new line of embedded devices designed to help grow Apple's business into non traditional areas. Built and lead a team of junior engineers to create an game based Macintosh for Bondai communications in record time for a new hardware platform at Apple.

Pippin Power Player

- Software manager for the development of a PowerPC 603 based low cost, high performance home entertainment Macintosh.
- Responsible for a team of nine engineers, including hiring, task scheduling, setting up and managing project source control, coordinating releases to SQA, and interfacing to OEM's in Japan.
- Worked closely with hardware team to debug and qualify custom memory controller and video ASIC's.
- Tasks included writing native drivers for new ASICs, adding new functionality and optimizing existing code to work in a low memory environment.
- Accelerated schedule, first hardware to Golden Master release in less than seven months.

PowerPC Upgrade Card

- Assisted with hardware design, boot code and debugging for PowerPC 601 processor direct upgrade card.
- Added to and enhanced existing boot code in PPC assembly to support new hardware. This included dynamic memory sizing, ADB control, sound, and well as dynamic level 2 cache sizing and detection of an auxiliary processor.

Tenderfoot, Point of Sale Client

- Sole engineer for a mini Macintosh based on a Motorola 68331 microcontroller. Due to RAM and ROM restrictions a complete redesign existing ROM code had to be implemented. Written almost exclusively in C this product has a similar API to that of a Macintosh. Modules redesigned include; Debugger, with break, trace and disassembly, Real-time blocking operating kernel, Memory Management, Serial controller routines, LocalTalk implementation, ADB and real-time clock interfaces, Graphic LCD drawing and control routines.
- Designed Macintosh based simulator allowing code to be written and debugged on any Macintosh before actually having to program embedded ROMs.
- Custom designed and implemented a blocking multitasking kernel with Name binding, and low RAM overhead.
- Completely rewrote Localtalk from the LLAP, DDP, NBP, ZIP and AARP in ANSI C and optimized the stack to work with the kernel.
- Wrote the driver for Rockwell's 9624 data pump to handle Bell 212 and V.22 bis communications connections using both synchronous and asynchronous calls.
- Implemented an ANSI compatible file system to used with the battery backed RAM.
- Using the Think Class Library wrote a graphical network management application which displays the icons of all found devices. Clicking on the icon will display a list of files on the device, and clicking on the file will download it to the application.

**1993 -
1994**

**TSCS - Firmware Consultant
Integrated Point of Sale Server**

**Santa Clara,
California**

Created independently a custom operating system for an embedded point of sale device. Worked closely with the hardware designer to ensure good hardware software optimization. Designed several production test suites which allowed for functional test, code download and serialization of the product on the production floor.

- Designed operating system for a real time multiport communications device using 2 MC68302 processors. The system included a multitasking kernel, dynamic memory management, and serial drivers.
- Constructed Macintosh based simulation application by writing compatible drivers. This allowed complete testing on multiple platforms as well as source level debugging in Think C for high level code.
- Developed Macintosh application to configure, test and download code image to the device.
- Ported previously designed low level debugger to handle trace, breakpoints, disassembly, stack crawl, code downloading and FLASH programming.

**1992 -
1994**

**Asanté Technologies - Software Engineer
AsantéView Network Management**

**San Jose,
California**

- Team member for SNMP IP based network management software (AsantéView).
- Responsible for GUI design, implementation, low level communication and quality assurance.
- Designed and implemented C++ class libraries to replace and enhance existing structured code.
- Worked closely with other engineers in the design process of new mibs.

Education

Ithaca College, Ithaca, New York - Bachelor of Arts. Dual Majors: Physics and Computing; Minor: Mathematics	May 1987
Cornell University, Ithaca College/Cornell exchange program, Ithaca, NY Coursework in electrical engineering	
University of California, Santa Cruz, Extension, Santa Clara, CA, Object Oriented Design	1992
Apple Developer University, Cupertino, CA	1994
PowerPC Boot Camp Motorola Technical Training, San Jose, CA, PowerPC Architecture	1995
Apple, Cupertino, CA, management, scheduling, and employee relations classes	1994 - 1998