

CAREER SUMMARY

Executive product leader and senior manager experienced in taking technology from lab to product and solution stage and successfully productizing new technologies for consumers and enterprises. Leadership of international teams, business development and buildout of complete customer pipeline. Strategic engagement of marketing and technical resources, media execution at scale for global brands. Mass media and PR experience with proven results. Track record of scaling businesses and managing \$100M P/L. Cradle to grave software team expertise, product management leadership, IOT solutions strategy.

Highlights:

- 10+ years accelerating IOT and AI product innovation for Microsoft, Intel, ASAPP
- Ownership of \$100M product lines with multi-lingual worldwide deployments
- Experienced practitioner: AI, ML, IOT, biometrics, blockchain, decentralized identity
- Media expertise: Product launches in major media: *NY Times, Wall Street Journal, etc.*

ARTIFICIAL INTELLIGENCE

ASAPP, AI startup **2019 - 2020**
Senior Manager, Voice AI **Artificial Intelligence**

Leadership of cross-functional team in delivering AI-native systems that deliver paradigm-changing automation and work efficiency solutions to solve some of the world's largest and most complex problems in human identification and communication. Management of key planning and delivery effort for \$85M new product initiatives. Co-leader of internal AI and Ethics group, and management of all executive relationships at client accounts.

EXECUTIVE MANAGEMENT

SURE ID **2018 - 2019**
CEO / GM **Biometrics / Identity / IOT**

Growth and transformation leader for discrete business unit delivering nationally certified biometric enrollment, AI and IOT infrastructure for identity solutions worldwide. Design of custom IOT hardware (patents filed), new proprietary AI software stack and stringent security mechanisms compliant with both federal (FBI) and global standards (UK, EU). Ownership of \$100M P/L and direction of global sales team, marketing and rebranding. Direction of product roadmap, product delivery and marketing in nationally distributed IOT system with biometric authentication and real-time AI components. Outperformed \$40M revenue target, landed global accounts and transitioned business to Goldman Sachs.

PRODUCT LEADERSHIP

INTEL **2012 - 2018**
Senior Solutions Director **IOT, Edge Computing**

Technical solutions director for combined set of IOT offerings, including Context Sensing SDK, Computer Vision SDK, and additional delivery of multi-phased IOT and edge computing product solutions. Led all product management functions for Intel's contextual intelligence system for IOT, retail, manufacturing and healthcare verticals. Co-created Intel Context Sensing SDK in collaboration with major IOT partners. Direction of technical engagement team, including technical conferences leadership: *Intel Dev Forum, Google I/O Day Zero*, etc. Launched innovative IOT services and multi-platform Intel Context SDK, now delivered on 90M+ devices. Partners: Asus, Dell, HP, and Apple.

TECHNOLOGY INNOVATION

PARC (Xerox) **2011 - 2012**
Principal Product Unit Manager **AI / ML / NLP**

Directed product team that created new semantic and machine learning (ML) platform to analyze personal comms across platforms, deliver enterprise-ready communications solutions, deliver ML-driven insights to end-users on mobile and desktop app clients for Windows, Outlook, Android, iPhone. Led product management, marketing, public launch go-to-market plan, coordinated seed and VC funding outreach, patent/IP initiatives.

<p>STARTUP LAUNCH</p> <p>MARKET DEFINITION</p> <p>PRODUCT MANAGEMENT</p>	<p>TELETRUST 2009 - 2011</p> <hr/> <p>CEO Telecommunications</p> <p>Founded innovative new company with exclusive AT&T and Verizon data contracts to prevent identity fraud and secure communications. Designed company brand, business model, customer engagement strategy and VC funding at seed round level (\$2.5M raised). Primary technical architect and business leader for multi-partner solution sale. Led team through customer acquisition, initial customer deployment and positive acquisition.</p> <p>VULCAN LABS 2005 - 2009</p> <hr/> <p>Director of Product NLP / AI</p> <p>Product roadmap and product marketing direction for dynamic team who created a next generation mobile phone platform and telco service delivery mechanism and solution set powered by innovative NLP/AI services. Product definition and prototype creation directly for Paul Allen. Creation and ownership of AI product initiatives as well as product naming, market testing, brand definition, product go-to-market with AT&T. Global coverage of our new product line in <i>New York Times</i>, <i>Wall Street Journal</i>, <i>TechCrunch</i>, <i>Wired</i>.</p> <p>ADDITIONAL EXPERIENCE 1994 - 2005</p> <hr/> <p>Product Leadership & Technical Management</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">GLOBAL PLAN-IT</td> <td style="width: 40%;">Vice President of Product</td> <td style="width: 30%; text-align: right;">Consulting</td> </tr> <tr> <td>MICROSOFT</td> <td>Sr. Tech Evangelist, NGSCB</td> <td style="text-align: right;">Identity</td> </tr> <tr> <td>COREL</td> <td>Group Product Manager</td> <td style="text-align: right;">XML</td> </tr> <tr> <td>ADOBE SYSTEMS</td> <td>Sr. Product Manager, GoLive/Dreamweaver</td> <td style="text-align: right;">Client Tools</td> </tr> </table>	GLOBAL PLAN-IT	Vice President of Product	Consulting	MICROSOFT	Sr. Tech Evangelist, NGSCB	Identity	COREL	Group Product Manager	XML	ADOBE SYSTEMS	Sr. Product Manager, GoLive/Dreamweaver	Client Tools
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<p>BOOKS</p> <p>AWARDS</p> <p>PATENTS</p>	<p>PUBLICATIONS & AWARDS</p> <p>Ethics in AI: A Programmer's Primer <i>forthcoming book</i>, Wiley Press 2021</p> <p>The Eagle Tree National bestselling novel: sold 100K+ globally (English, Chinese) Recommended by Temple Grandin, Sherman Alexie, Steve Silberman 2016</p> <p>CES Innovation Award – Dell Express Sign-In with Intel Context SDK, CES 2019</p> <p>Product of the Year, Developer Tools – Intel OpenVINO, Embedded Vision 2018</p> <p>Intellectual Property (IP) inventor at SureID, Intel, Vulcan, Teletrust, ASAPP 2007-2020</p> <p>Patent: "Machine Learning on the Edge for Context Aware Computing" Intel 2017</p> <p>Patent: "Client-side Calendar in Multiple Timezones and Locations" Vulcan 2009</p> <p>"Hacking IOT Biometric Security" – featured technical talk, Gluecon 2019</p> <p>"Ethics and Algorithms" – featured business talk, Gluecon 2018</p>												
<p>GRADUATE EDUCATION</p>	<p>EDUCATION</p> <p>Stanford University Graduate School of Business, LEAD Program 2018 Executive Education Competitive program in Corporation Innovation</p> <p>Pacific Lutheran University MFA Master of Fine Arts 2015</p> <p>University of California, Berkeley Graduate Studies in Ethics & AI 2011 Graduate School of Philosophy and Theology. <i>(no degree)</i></p>												
<p>COMMUNITY</p>	<p>PURSUIITS</p> <p>Business Mentor / Board Member / Consultant and Startup Advisor Advisor and Board member for selected startup companies, with equity and ongoing commitment to improve success: ASAPP, CommitChange, Bluecadia, Oly Works, etc.</p> <p>Board Chair, Director of the Board, Officer of the Board <i>(non-profit, volunteer)</i> Non-profit leadership for South Sound Reading Foundation, Enterprise for Equity, Washington Center for the Performing Arts, Clarion West Writers Workshop</p>												