

CHIEF SYSTEM ARCHITECT, SVP SYSTEM INTEGRATION

Executive Profile

Over 25 years technical experience with software, hardware , manufacturing, OEM, product development, project management integration, professional in many different industries: software, hardware, hybrid systems, storage and backup systems, media delivery systems, AV systems, semiconductor, advertising, IPTV/OTT, broadcast systems, commercial and industrial video systems, post production systems, security systems, contract manufacturing, OEM manufacturing, and TV design and manufacturing.

My vast experience in different vertical markets, and different product types allows me to have the ability to work within any industry and be extremely effective for virtually any type of product, service, or system on a global scale. Executive, director and manager for many prominent technology companies has given me a unique and deeply diversified background. All of this culminates into one of the most extensive technical and business development related backgrounds for any marketplace, service or product type.

Along with the experience, comes long-standing relationships with top executives and key decision makers within the Fortune 500 companies, enterprise companies, Telco/CSP/Mobile service providers/operators, cable and satellite operators, advertising agencies, International Governments, Government Ministries (communication, broadcast, and mobile), education, healthcare, research, entertainment , aerospace, and technology companies on a global scale. My work has resulted in the generation of billions in revenue across my career.

Technical Experience: A

I have been designing and deploying medium to large scale digital media delivery systems/networks for the past 20 years from private companies to countrywide Government driven deployments. I have held titles such as CDO (Chief Digital Officer), CSO (Chief Strategy Officer), and CTO. I have, 20+ years experience in designing, architecting, integrating, deploying and managing a wide variety of software, hardware, SaaS and Cloud systems as well as various hybrid solutions. I have extensive product manufacturing, SKD, contract manufacturing, product design and management, project management, as well as implementing developer programs on a global scale. Expert knowledge in both hardware and software based solutions, as well as end-to-end fully integrated solutions. Industry recognized expert in system architecture and design, including cloud based systems, as well as storage and backup systems. I have built technical teams on a global scale for system integration, field technical support, technical support, and professional services. All of my experience is very HANDS ON experience. I have a tremendous, unmatched passion for it, and I am always hands on in every system I design. I stay extremely current on all new technology, even new technology that has not been introduced into the market yet. An added benefit to living in Silicon Valley

Skill Highlights

- Project timeline management
- Product development
- Video Integration expert
- Troubleshooting proficiency
- Patient and diligent
- Vast technical knowledge
- Network asset management
- Project management
- Strong collaborative skills
- Capacity and scalability planning
- Optimizing and performance tuning
- Testing
- Excellent problem solving skills
- Customer needs assessment
- Extensive knowledge of streaming video platforms
- Vast technical knowledge
- Patient and diligent
- Troubleshooting proficiency
- Encoding expert
- Digital content delivery system expert
- IPTV/OTT expert
- Broadcast Systems expert
- Storage systems expert
- Media Server expert
- DHCP/DNS Ethernet and Firewall proficient
- Accomplished with mobile devices
- 3 screen delivery expert
- Hardware and Software systems for content creation, contribution and distribution expert
- content management system

Core Accomplishments

- Designed and deployed some of the largest IPTV and OTT systems worldwide
- personally designed and deployed many major countrywide broadcast system internationally
- Considered one of the foremost experts in video/digital media based delivery systems
- 7 Time Emmy Award winner 4 for technological achievement

Professional Experience

Chief System Architect, SVP System Integration

June 2009 to Current Company Name 1/4 City , State

- SVP System Integration, and Chief System Architect.
- Hardware systems for digital media delivery.
- Responsibilities included building of all international integration, and technical support organizations.
- I personally handled all significant RFP responses for all major projects.
- Helped the company transition from a box seller into a solution selling organization, adding a full global system integration team.
- As Chief System Architect, I design all IPTV, Cable, OTT, DVB-T/T2, DVB-S/S2/DTH, MPLS, Mobile TV, Cloud Video and associated backup system on a global basis.
- My technical expertise creates an environment of confidence with my clients as they know I truly understand their needs and requirements.
- I oversee the design, deployment, and cut-over/handover of these systems to the clients worldwide.
- Many of these systems are nationwide deployments.
- I opened 17 offices globally for system integration and support.
- Further responsibilities, milestones and accomplishments upon request, as I am still an employee of Telairity.

Chief System Architect, Digital Media and Entertainment Group
March 2009 to June 2011 Company Name i¼ City , State

- Responsible to chart the course and drive the company's global DME (Digital Media and Entertainment) practice to enterprise clients (Fortune 100-500), CSP (Telcos), and other related vertical markets specific to digital media strategies and solutions.
- Responsible for all system designs, product designs, system architecture, and the ultimate deployment of large scale IPTV/, OTT, and other related digital media based system with such clients as Alcatel, Cisco, Scientific Atlanta, Yahoo, QUALCOMM, NTT and many others.

CTO
January 2007 to September 2009 Company Name i¼ City , State

- One of the original 4 founders who started ZillionTV.
- As acting CTO, designed the entire IPTV/VOD/MobileTV delivery architecture, interactivity, motion based UI, advertising system, plus innovative customer features such as getting paid to watch TV, with industry unique and patented advertising program, system functionality and services.
- Awarded 5 patents and 7 pending on all of the above technology.
- Executed global developer program, and evangelization strategy for mobile TV (IOS, Android, etc).
- Additionally, directly under me were sales, strategic partnerships, business development, ad sales, Telco/CSP network operator contracting, and content acquisition and ingest.
- Company was sold.

EVP Operations, and EVP/GM of Engineering, Television Design Center.
January 2004 to January 2007 Company Name i¼ City , State

- EVP Operations, and EVP/GM of Engineering, Television Design Center.
- As EVP, Established China engineering, manufacturing, operations, of the world's largest TV design and integration engineering center in ShenZhen China.
- I established from scratch an entire operation in China for the design, engineering and manufacturing of LCD Televisions and other related business and consumer display and playback devices.
- Additionally, I was responsible for all manufacturing, project and product management, design, design engineering, new technology development, operations, technical support and integration/engineering technical services for Japan and Korea consumer electronics companies.
- Representing and managing global CE brands for the design and manufacturing and sale of LCD TVs, HDTVs, CE devices, and various vertical multimedia markets.
- Managed a global team over 500 people including sales, engineers, project and program managers, QA, manufacturing, manufacturing support, and technical support services.
- CE brands/enterprise clients represented included: Samsung , LG, Sony, Matsushita, Mitsubishi, Sharp, Sanyo, Panasonic, Posdata, Rifatron, Hitachi, Hyundai and many others for TV, Monitors, digital displays, IFE, Security, DVRs and HD large format, LED display technology.
- Established and built both manufacturing management, and engineering teams for the leading CE manufacturers, OEM manufacturers and contract manufacturers in China.
- Customers included TCL/TTE, Konka, HiSense, Jizhou, Skyworth, Lenovo, UT Starcom, Haier, Great Wall, Innolux, TPV, YDF, Xococo, SVA, Founder, and many other Tier 1, 2 , and 3 manufacturers.
- Won significant engineering contracts with companies such as: Thales In-Flight entertainment systems, Samsung, Celestica, Alphameric, Vestel, Beko, and Grundig, Hyundai, Sony, Samsung, LG, Matsushita, Sharp, Sanyo, and Hitachi for TV, specialized monitor, and many other consumer and industrial electronic products.

EVP Worldwide System Integration and Professional Services.
January 2003 to January 2004 Company Name i¼ City , State

- EVP Worldwide System Integration and Professional Services.
- MPEG4-H.264 End-to-Platform

- Created global integration, deployment and field support operations for large enterprise clients, CSPs, digital media companies, and the Chinese Government.
- Primary engineering efforts for DG2L encoders, Set Top Boxes and content creation tools and solutions for IPTV, education, healthcare online and Digital Cinema.
- Responsible for a new revenue base of \$75M in both product and managed services.
- Managed a global team of sales engineers, and project managers.
- Established MPEG4 developer operations with global staff to evangelize MPEG across all delivery methods (Cable, Terrestrial, Satellite and Mobile), and technical support offices in China, Japan and India.
- Closed the Largest IPTV contract in China with SARFT, China Telecom, and China Netcom.

VP Global Professional Services, Integration and Technical Services

January 2000 to January 2003 Company Name i¼ City , State

- IFAST specializes in end-to-end, interactive content delivery systems utilizing MPEG-4 and H.264 solutions, for content creation, delivery and playback over IP, QAM, DVB, Wireless, Mobile, and Satellite to multiple playback devices.
- Responsibility included product development, field engineering, system engineering, and managed services.
- Managed a global team of sales engineers, program and project managers, and global developer network including worldwide evangelists and developers.
- Built the entire global extended sales support department including: field engineering operations, technical support, and professional services engineering departments.
- Established the system integration department for large scale enterprise SIs such as EDS, IBM Global and Accenture.
- Closed revenue generating professional services contracts with such strategic clients as: Philips, Sony, Samsung, Yahoo, Pioneer, Panasonic, Intel, NIST, Matsushita, Fuji/Xerox, Cisco, @Home Japan, NTT Comm, NTT East, China Telecom, China Unicom, NHK, Telem, Daikin, Hunan Government, Charter Communications, Kao Cosmetics, Dai Nippon Printing (DNP), Dentsu International, Shobi University, B & H, Dazzle, Broadfield, China Education TV, Sony, Beijing Dawning Computer, NASA, Belo, PAX, and Turner Broadcasting, to name a few.
- Created technology integration teams responsible for integration of core IP technology, SDK's and development platform for Mobile Phones, Set Top Boxes, Content Creation Tools, and Encoding devices.
- Clients include: Philips, Sharp, Toshiba, Sony, Daikin, Savaje, Nokia, and CTC.
- Negotiated and closed revenue generating integration contracts which enabled DSP and CE hardware manufacturer to embed iFAST MPEG-4 technology into devices/chipsets.
- Customers included: Texas Instruments, Philips, Tut Systems, I-Basic, Advanced Communications, Roxus Technology, DG2L, Samsung, Sony, Fuji/Xerox, VideoTele, Savaje Technology, Equator, LSI Logic, Sharp, Toshiba, SeaChange, and Onewave.
- Responsible for professional services and integration with such clients as Turner Broadcasting, Fox, MTV, Discovery Channel, Cox, Disney, HBO, Warner Brothers, and Sony Entertainment.
- In 2 years, opened 4 offices in China, and 1 in Japan.
- Built the most comprehensive System Integrator channel with the 36 top SI's, in Asia Pacific, South America, India, Australia, and Europe for content creation, VOD, live broadcasting, IPTV, Cable, distance and e-Learning. Core IP integration and wireless delivery of rich media content, resulting in over 60% of iFAST revenue annually.
- Closed professional services and integration contracts with the largest SI's in Asia Pacific including: Itochu/CTC, Hwacom, ID technology, Comtech, Sobey, Dayang, Double Advanced, Bluewave, Daikin, ShenZhen Ricom, Lian Dian Digital, Truetech, MinYoung Media, Hunan Enjoy, Onewave Technology, Ouija Technology, Telelynx, Oriental Telemedia, Instec and Cisco to name a few.

Vice President System integration and Professional Services

January 1998 to January 2000 Company Name i¼ City , State

- Hired to establish Streaming21 as the world leader in streaming media delivery systems.
- Specializing in media delivery systems for both Live and on demand content using MPEG-1, 2.
- 4, H.264, MP3, WMT and VCD, and associated back up and storage systems.
- Chartered with establishing and growing a solid professional services revenue foundation, and strong strategic technology partners for Streaming21's carrier class, streaming media architecture.
- Closed strategic partner contracts and agreements with the following companies: Avid Technology, HP, Compaq, Dell, EDS, IBM Global, Ciprico, EMC, EDS, ADC, Kabira, Digital Fairway, Inktoni, Virage, Arista, Upperstream, Optibase, Viewcast, Futuratel, GDC, Todd VNM, ISTS, Accucom, Ariscom, Data Direct, Fantastic, Network Engines, Stellar One, Motorola, Proton, Philips, Sony, Neon Technology, Elastic Networks, ST3, and Acer.
- Closed integration and professional services agreement with close friend James Cameron for his return to the Titanic project for \$18M.
- Established a rapid response engineering team for sales, addressing immediate client needs outside the scope of existing core technology.
- As a direct result, we were able to close an additional 25% of pipeline projects by implementing features and integration on a far shorter timeline.
- Formed and managed the Solutions Group.
- The sole responsibility of the solutions group was to interface directly with our strategic partners to provide collaborative integration, design and implementation of complex, end-to-end, customer required solutions.
- This became a sizable profit center within S21.

Director of Digital Media Technology

January 1997 to January 1999 Company Name 1/4 City , State

- Hardware and software storage solutions.
- Hired to develop new vertical market storage solutions with Hammer's technology, and establish Hammer as a dominant, defacto force in the entertainment industry marketplace.
- Through the use of personal entertainment industry contacts and associates, secured and personally acquired and maintained the following new client base for Hammer: Disney Television Animation Worldwide, Disney Feature Animation, Disney On-line, Walt Disney Imagineering, Disney Ideas, Lightpoint Entertainment, FullSail, Dreamquest Images, Lucas Film, Lucas Digital, Lucas Arts, Skywalker Sound, JAK Films, DreamWorks, Industrial Light and Magic, Pixar, Digital Domain, CNN, PDI, Sony, HBO, Universal, Nickelodeon, MTV, Toon City, Metropolis Digital, Square USA, MCI, NBC, WB, Fox Animation Studios, Martha Stewart Living Studios, Buena Vista Home Entertainment, MCA Home Entertainment, Lockheed Martin, Manex Group, Associated Press, A.G.
- Edwards, NYU Tisch School for Film and Video, Bloomberg, USC, Lawrence Livermore Labs, and Toyota, to name a few.
- Given on screen film credit by George Lucas for Star Wars, Episode I.
- As a net result of my professional services group we obtained a global Disney standardization deployment, making it the largest individual sales in Hammer's history \$45M.
- Started theFibre Channel SAN division which became the most profitable and highest revenue generating Division of Hammer Storage Solutions.
- Instrumental in the acquisition of Hammer by Bell Micro.

Director of Technology, Creative Media Arts Division

January 1996 to January 1997 Company Name 1/4 City , State

- Hired to implement and design a new storage and backup division for Andataco targeted at the entertainment industry as a new vertical marketplace.
- Successfully designed and established Andataco as a solid storage solution provider in the motion picture, video, animation, non-linear editing, graphics and audio industries.
- Responsible for designing a training and education program for an elite group of sales people, in order to gain immediate market penetration and high visibility in the Motion picture, Special effects, Animation, and Post Production industries.
- Utilizing extensive experience and knowledge of the Motion Picture, Post Production, and Video industries, successfully trained and maintained a highly skilled engineering staff that developed high speed, high availability RAID subsystems solutions into the entertainment vertical target market.
- Responsible for the re-design of Andataco's ESP storage product to ensure its success within the Motion picture/Entertainment Industry.
- Handled all) MRD's and all other associated tasks necessary for the successful penetration within the entertainment vertical marketplace.

CEO Creative Director

January 1994 to January 1996 Company Name 1/4 City , State

- Directed and managed entire crew and staff for Post Production of low-medium budget motion pictures, high end animated commercials and music videos.
- As VP of Post Production my responsibilities included: Full creative responsibilities from start to finish of all client, ad agency and motion picture related projects.
- Designed and maintained state of the art, all digital post production facility.
- Grew the company from \$19 million annual revenue to \$98 million a year in revenue in just 2.5 years.
- Received 1 Emmy award and 2 Clio awards for documentary and commercial spots.

Vice President

January 1991 to January 1994 Company Name 1/4 City , State

- Lambert specialized in producing independent films, distributing niche market documentaries, and hard to find topic related short form Feature Films.
- We established worldwide distribution of both Lambert produced films and major motion picture company libraries to niche markets.
- Established, maintained and managed the business relationship between Lambert Industries, Universal Studios, Warner Brothers, and 20th Century Fox.
- As a direct result of my efforts, Lambert Industries went from a \$12.5 Million in revenue per year to \$46 Million.
- Lambert's success ultimately resulted in Lambert being acquired at a substantial profit.
- Personally responsible for all project development, budgeting, and contracts, domestic distribution, foreign distribution, broadcast rights and sales, foreign distribution, cable rights and sales.
- Ancillary rights and contracts.
- Packaging of new project development, script approval, agency contracting, completion bonds and project funding.
- Designed, implemented, hired, equipped, and maintained, broadcast edit facility.
- Built a pure digital, multimedia and pre-press in-house graphics department.
- Duties included creating 60 plus pages full color catalogs four times a year.

President/CEO

January 1987 to January 1991 Company Name 1/4 City , State

- Created a marketplace within the travel industry by producing national commercials, marketing tapes, and finally end user videos of tourist on tour, cruise ships, and exotic specialized vacations.
- The response and explosive growth of Travel Video Media led to the development of the worlds first all digital post product facility and the 2nd largest post production facility worldwide.
- Additionally, TVM Creating over 100,000 unique video productions per week, making it the largest content creation facility in the world.
- Took the company from start up with 3 people to 250 employees and \$175M in revenue per year in 3 years.
- Responsible for the studio engineering architecture, design and system integration including the first Sony D-1 Digital technology along with Abekas, Quantel, and Ultimatte Technology.
- Created the first all digital post production environment that ultimately resulted in 3 Emmy Awards for technological achievement.
- As a direct result of the national exposure, we procured and maintained many high profile accounts for post production including but not limited to: MTV, HBO, Disney, Universal, Paramount and Twentieth Century Fox.
- Additionally Produced, provided and contracted cable and broadcast rights to travel related programming.
- Negotiated and sold the company to Disney Studios, Orlando Florida.
- I retired, or so I thought.

Producer/Director

January 1985 to January 1987 Company Name 1/4 City , State

- In house producer and director for regional, national, and international broadcast ad campaigns.
- Produced and directed over 25 commercials in two years winning 3 Clio awards for national spots.
- Worked directly with the clients and commercial production companies to produce cohesive and creative national broadcast ad campaigns.

Executive Associate Producer Producer

January 1982 to January 1985 Company Name 1/4 City , State

- Worked directly with and for Bob Evans on several major motion pictures in a business development capacity.
- Duties included:.
- Feature film packaging.
- Cast and crew development.
- Negotiated major studio distribution agreements foreign and domestic.
- Negotiated all contracts for ancillary rights, and financing, budgeting, new project development, talent agency and union negotiations.

First AD, Director

January 1980 to January 1982 Company Name 1/4 City , State

- Started out as a first assistant director for Greenbriar Productions the non-union production arm of N.
- Lee Lacy Associates commercial production company.
- At the time N.
- Lee Lacy Associates was the largest commercial production in the world, with offices globally.
- After 7 months acquired union status, and within 14 months became a staff director.
- Won a Clio award for United Airlines national spot while directing for N.
- Lee Lacy Associates.
- As a director my responsibilities included creative interaction between clients, largest national ad agencies, cast, crews, and post production facilities.

Education

BA : Communication Boston University 1/4 City , State

Communication

Skills

advertising, animation, Arts, ad agency, audio, Avid, backup, broadcast, Broadcasting, broadcast systems, budgeting, business development, Cable TV, catalogs, China, Hardware, consumer electronics, content, Content Creation, content delivery, contracts, Clients, delivery, encoders, decoders, transmitters, Multiplexers, gateways, modulators, satellites, LCD TV, LED TV, OLED TV, system design, product development, DSP, directing, edit, editing, 3D animation, features, Film, feature films, graphics, Intel, IPTV, director, managing, marketing, MPEG2, MPEG4, MP3, H.264, HEVC, 2K, 4K, Monitors, Motorola, MP3, multimedia, negotiations, enterprise, Networks, non-linear editing, developer, Packaging, pre-press, Press, product management, project management, producing, producer, programming, project development, QA, RAID, RFP, sales support, technical support, system integration, SAN, script, Sound, strategy, strategic, streaming media, system architecture, System Architect, system engineering, system integration, Telecom, Phones, TV, Mobile, mobile TV, Television, 3 screen delivery, OTT, Video, Video systems, video system design, video system management, broadcast systems, broadcast system management, NMS, EMS, CSP

Additional Information

- 7 Time Emmy Award winner, 7 Time Clio Award Winner and Active Father of 5 ...need I say more?