

## CAREER SUMMARY

Executive product leader and senior manager experienced in taking technology from lab to product stage for consumer and enterprise markets. Leadership of international teams, market 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. Cradle to grave operational expertise and product management leadership. Successful record of scaling businesses, managing \$100M P/L.

### Highlights:

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

## EXECUTIVE LEADER

### **SNOWSHOE** CEO

**2021 - present**  
Startup Leader

CEO of high-growth startup in Portland. We deliver an innovative IOT-based event marker that provides uniquely monetizable awareness of consumer behavior. Our dynamic team creates innovative technology and crafts distinctive insights to change your business and revolutionize your ability to connect with customers. We bridge the last mile between digital identity and physical presence. We change the world of retail for the better.

## VENTURE PARTNER

### **MOMENTA VENTURES** Principal Partner

**2020**  
Startup Advisory Practice

Startup acceleration professional, partnering closely with IOT and AI entrepreneurs on go to market strategy, product roadmap, finances and product initiatives. My advisory team accelerates the time-to-value of edge computing, machine vision and artificial intelligence high growth companies. Value added to 100+ IoT deals, with multi-million-dollar exits.

## TRANSITION MANAGER

### **SURE ID** General Manager

**2018 - 2019**  
Identity / Security

Growth and transformation leader for discrete business unit delivering nationally certified biometric enrollment, AI and IOT infrastructure for identity solutions worldwide. Design of patented IOT hardware compliant with both federal and global standards. Direction of product roadmap, product delivery and marketing in nationally distributed IOT system with biometric authentication and real-time AI components. Outperformed revenue targets, landed global accounts, transitioned SureID business to Goldman Sachs.

## PRODUCT DIRECTOR

### **INTEL** Senior Manager

**2012 - 2018**  
IOT / Sensors

Technical managing director for combined set of SaaS/AIOT offerings, including Context Sensing SDK and Computer Vision SDK. Led product management for Intel's contextual intelligence system into retail, manufacturing and healthcare. Created and launched Intel Context Sensing SDK in collaboration with major OEM partners. Direction of technical engagement team for OpenVINO. Launched Intel Context SDK, now on 90M+ devices.

## TECHNOLOGY INNOVATOR

### **PARC (Xerox)** Principal Product Unit Manager

**2011 - 2012**  
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.

STARTUP FOUNDER	<p><b>TELETRUST</b> <span style="float: right;"><b>2009 - 2011</b></span>  <b>CEO</b> <span style="float: right;"><b>Identity / Security</b></span></p> <p>Founded innovative new company with exclusive AT&amp;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>															
MARKET DEFINER	<p><b>VULCAN LABS</b> <span style="float: right;"><b>2005 - 2009</b></span>  <b>Director of Product</b> <span style="float: right;"><b>NLP / AI</b></span></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&amp;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>															
PRODUCT MANAGER	<p><b>ADDITIONAL EXPERIENCE</b> <span style="float: right;"><b>1994 - 2020</b></span>  <i>Product Leadership &amp; Technical Management</i></p> <table border="0"> <tr> <td><b>ASAPP</b></td> <td>Senior Manager</td> <td><b>AI / Voice</b></td> </tr> <tr> <td><b>GLOBAL PLAN-IT</b></td> <td>Vice President of Product</td> <td><b>Consulting</b></td> </tr> <tr> <td><b>MICROSOFT</b></td> <td>Sr. Tech Evangelist, NGSCB</td> <td><b>Identity / Security</b></td> </tr> <tr> <td><b>COREL</b></td> <td>Group Product Manager</td> <td><b>XML</b></td> </tr> <tr> <td><b>ADOBE SYSTEMS</b></td> <td>Sr. Product Manager, Dreamweaver</td> <td><b>Client Tools</b></td> </tr> </table>	<b>ASAPP</b>	Senior Manager	<b>AI / Voice</b>	<b>GLOBAL PLAN-IT</b>	Vice President of Product	<b>Consulting</b>	<b>MICROSOFT</b>	Sr. Tech Evangelist, NGSCB	<b>Identity / Security</b>	<b>COREL</b>	Group Product Manager	<b>XML</b>	<b>ADOBE SYSTEMS</b>	Sr. Product Manager, Dreamweaver	<b>Client Tools</b>
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BOOKS	<p><b>PUBLICATIONS &amp; AWARDS</b></p> <p><b>Ethics in AI: A Programmer's Primer</b> <i>forthcoming book</i>, Wiley Press <span style="float: right;"><b>2021</b></span></p> <p><b>The Eagle Tree</b> National bestselling novel: sold 100K+ globally (English, Chinese) Recommended by Temple Grandin, Sherman Alexie, Steve Silberman <span style="float: right;"><b>2016</b></span></p>															
AWARDS	<p><b>CES Innovation Award</b> – Dell Express Sign-In with Intel Context SDK, CES <span style="float: right;"><b>2019</b></span>  <b>Product of the Year, Developer Tools</b> – Intel OpenVINO, Embedded Vision <span style="float: right;"><b>2018</b></span></p>															
PATENTS	<p>Intellectual Property (IP) inventor at SureID, Intel, Vulcan, Teletrust, ASAPP  Patent: “Machine Learning on the Edge for Context Aware Computing” Intel <span style="float: right;"><b>2017</b></span>  Patent: “Client-side Calendar in Multiple Timezones and Locations” Vulcan <span style="float: right;"><b>2009</b></span></p> <p>“Hacking IOT Biometric Security” – featured technical talk, Gluecon <span style="float: right;"><b>2019</b></span>  “Ethics and Algorithms” – featured business talk, Gluecon <span style="float: right;"><b>2018</b></span></p>															
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COMMUNITY	<p><b>PURSUIITS</b></p> <p><b>Business Mentor / Board Member / Consultant and Startup Advisor</b>  Advisor for selected startup companies: CommitChange, Bluecadia, Oly Works, etc.</p> <p><b>Board Chair, Director of the Board, Officer of the Board</b> <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>															