

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 **2020 - present**
CEO **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 **2019 - 2020**
Principal Partner **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 accelerated 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 **2018 - 2019**
General Manager **Identity / Security**

Growth and transformation leader for discrete business unit delivering nationally certified biometric enrollment, AI and IOT infrastructure for identity solutions. Led design of patented IOT hardware compliant with FBI and UK standards. Direction of product roadmap and system delivery for nationally distributed biometric system at all UPS stores.

PRODUCT
DIRECTOR

INTEL **2012 - 2018**
Senior Manager **IOT / Sensors**

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 used in retail, manufacturing and healthcare. Created and launched Intel Context Sensing SDK in collaboration with OEMs. Direction of technical engagement team for computer vision and direction of worldwide launch of OpenVINO, winner of Embedded Vision Product of the Year. CES Innovation Award for Intel Context SDK, now deployed on 90M+ devices by Dell, Asus and many OEM partners.

TECHNOLOGY
INNOVATOR

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.

STARTUP FOUNDER	TELETRUST	2009 - 2011	
	CEO	Identity / Security	
<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>			
MARKET DEFINER	VULCAN LABS	2005 - 2009	
	Director of Product	NLP / AI	
<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>			
PRODUCT MANAGER	ADDITIONAL EXPERIENCE 1994 - 2020		
	<i>Product Leadership & Technical Management</i>		
	ASAPP	Senior Manager	AI / Voice
	GLOBAL PLAN-IT	Vice President of Product	IT Consulting
	MICROSOFT	Sr. Tech Evangelist, NGSCB	Security
	COREL	Group Product Manager	Client Tools
ADOBE SYSTEMS	Sr. Product Manager, GoLive / XML	Client Tools	
PUBLICATIONS & AWARDS			
BOOKS	Ethics in AI: A Programmer's Primer <i>forthcoming book</i> , Wiley Press	2022	
	The Eagle Tree National bestselling novel: sold 100K+ globally (English, Chinese) Recommended by Temple Grandin, Sherman Alexie, Steve Silberman	2016	
AWARDS	CES Innovation Award – Dell Express Sign-In with Intel Context SDK, CES	2019	
	Product of the Year, Developer Tools – Intel OpenVINO, Embedded Vision	2018	
PATENTS	Intellectual Property (IP) inventor at SureID, Intel, Vulcan, Teletrust, ASAPP		
	Patent: “Machine Learning on the Edge for Context Aware Computing” Intel	2017	
	Patent: “Client-side Calendar in Multiple Timezones and Locations” Vulcan	2009	
	“Hacking IOT Biometric Security” – featured technical talk, Gluecon	2019	
	“Ethics and Algorithms” – featured business talk, Gluecon	2018	
GRADUATE EDUCATION	EDUCATION		
	Stanford University Executive Education	Graduate School of Business, LEAD Program Competitive program in Corporation Innovation	2018
	Pacific Lutheran University	MFA Master of Fine Arts	2015
	University of California, Berkeley Graduate Studies in Ethics & AI Graduate School of Philosophy and Theology. <i>(no degree)</i>		2011
COMMUNITY	PURSUIITS		
	Business Mentor / Board Member / Consultant and Startup Advisor Advisor for selected startup companies: CommitChange, Bluecadia, Oly Works, etc.		
	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		