NED HAYES

PRODUCT LEADER

CAREER SUMMARY

Dynamic product leader and senior manager experienced in taking technology from lab to product stage for consumer and enterprise markets. Leadership of cross-functional teams, buildout of technology now used at scale. Strategic engagement of marketing and technical resources, media execution for global brands. Mass media and PR experience with proven results. Cradle to grave operational expertise and product management leadership. Successful record of scaling complex technology businesses and accelerating time-to-value.

Highlights:
- 20+ years accelerating software 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 MANAGER

SNOWSHOE	2020 - *present*
CEO	**Retail Technology**

CEO of high-growth retail startup in Portland. Delivered an innovative IoT-based event marker that provides uniquely monetizable awareness of consumer behavior. An AI-driven system that bridges the last mile between digital identity and physical presence, delivered via multiple SDKs, scalable SaaS system with billions of events. Our retail loyalty program, Spark Loyalty, is used today by millions of shoppers and thousands of retailers. Technology licensed by Disney, Baskin-Robbins, Shell, Red Bull, and Wyndham Hotels.

BIOMETRIC LEADER

SURE ID	2018 - 2020
General Manager, VP of Product	**Identity / Security**

Growth and transformation leader for discrete business unit delivering nationally certified biometric enrollment infrastructure for identity solutions nationwide. Led design of patented IoT hardware compliant with FBI and UK standards. Direction of product roadmap and system delivery for nationally distributed biometric system, available at all UPS stores. Successful exit through sale of all Sure ID assets to Sterling, IPO 2021.

PRODUCT DIRECTOR

INTEL	2012 - 2018
Director, Technical Products	**Contextual Sensors**

Solutions owner for combined set of SaaS/AIOT offerings, including Intel Context Sensing SDK, deployed on 100M Dell, Asus and Samsung systems worldwide. Led product management for Intel's contextual intelligence system used in retail, healthcare, manufacturing, and consumer use cases. Direction of technical and cross-functional teams for Computer Vision SDK and OpenVINO, Embedded Vision *Product of the Year*. Product team received *CES Innovation Award* for Intel Context SDK in partnership with Dell.

AI INNOVATION

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

Directed product team that created new semantic and artificial intelligence (AI) platform to analyze personal communications across platforms, deliver an enterprise-ready solution, deliver AI-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, and launch.

STARTUP FOUNDER

TELETRUST	2008 - 2011
CEO	**Identity / Security**

Founded innovative new company with exclusive AT&T and Verizon data contracts to prevent identity fraud and secure communications. Designed technical system, business model, customer engagement and raised VC funding at seed round level ($2.5M raised). Business leader who led team through product launch, customer wins and our acquisition.

TECHNOLOGY INNOVATOR	**VULCAN LABS**	**2004 - 2008**
	Director of Product & Marketing	NLP / AI

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 *New York Times, Wall Street Journal, TechCrunch, Wired.*

ADDITIONAL EXPERIENCE
Product Leadership & Technical Management

PRODUCT MANAGER

ASAPP	Senior Manager, AI / Machine Learning	**AI / Voice**
MICROSOFT	Senior Manager, Palladium	**Security**
COREL	Group Product Manager, XMetaL	**Client Tools**
ADOBE SYSTEMS	Product Manager, GoLive / Dreamweaver	**Client Tools**

PUBLICATIONS & AWARDS

BOOKS

Ethics in AI: A Programmer's Primer *forthcoming book,* Wiley Press	**2023**
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**
"Hacking Biometric Security & Solutions" – featured technical talk, Gluecon	**2019**
"Ethics and Algorithms" – featured business talk, Gluecon	**2018**

PATENTS

Intellectual Property inventor at SureID, Intel, Vulcan, Teletrust, SnowShoe

Patent: "Verified Capture of Identity with Embedded AI Substrate" SnowShoe	**2021**
Patent: "Secure Sequestration of Multiple Types of Biometric Identity" Sure ID	**2019**
Patent: "Machine Learning on the Edge for Context Aware Computing" Intel	**2017**
Patent: "Client-side Calendar in Multiple Timezones and Locations" Vulcan	**2009**

EDUCATION

GRADUATE EDUCATION

Stanford University	**Graduate School of Business**, LEAD	**2018**

Executive Education, competitive program in Business / Corporation Innovation

Pacific Lutheran University	**Master of Fine Arts**	**2015**

Creative Writing graduate degree, led to publication of three books.

Univ. of California, Berkeley	**Graduate Studies in Ethics & AI**	
Graduate School of Philosophy and Theology	*(no degree)*	**2011**

PURSUITS

COMMUNITY CONNECTION

Principal Partner, *Momenta Ventures (VC),* Startup Advisory Practice. Partnered closely with IoT and AI entrepreneurs on market strategy, go-to-market, and product roadmap.

Business Mentor / Tech Podcast Host / Startup Advisor and Consultant
Private advisor for startup companies: TeleSign, CommitChange, Bluecadia. Creator & Host of award-winning *Sparkplug.audio* technology podcast – 3 seasons, 100+ episodes.

Novelist – Books published in 12 languages and featured in stage and film productions.

Board Chair, Director of the Board, Officer of the Board *(non-profit, volunteer)*
Non-profit leadership for Sound Reading Foundation, Enterprise for Equity, Washington Center for Performing Arts, Converge 45, Clarion West Writers Workshop, Echo Theater