

CAREER SUMMARY

Dynamic product leader experienced in consumer and enterprise identity markets. Leadership of cross-functional teams and proven track record of growing existing businesses while simultaneously delivering new innovative services, accelerated by data-driven strategy. Cradle to grave product definition, roadmap planning, and deployment experience. P/L ownership in IAM, fraud detection and identity verification systems.

**Highlights:**

- 20+ years accelerating product innovation for Microsoft, Intel, identity startups
- Successful delivery and deployment of new identity systems for global companies
- Ownership of \$275M identity product lines with multi-geo worldwide deployments
- Experienced practitioner: biometrics, decentralized identity, predictive analytics

EXECUTIVE MANAGER

**SNOWSHOE** **2020 - 2024**  
**CEO, President & Board Chair** **Identity / Payments**

CEO of high-growth company that delivers identity-based system for loyalty and payments – provides uniquely monetizable awareness of consumer behavior. Point of sale system bridges last mile between digital identity and physical presence, delivered via multiple SDKs, apps, SaaS cloud w/ billions of verified events. *(Left paid CEO role in 2023)*

- Drove new identity-based roadmap to accelerate company from unprofitable to \$1.2M ARR.
- Hired & nurtured highly performant engineering and GTM teams; delivered new product line.
- New white label system is now used by 5 million shoppers and our secure two-factor biometric + location-aware identity-based POS system is deployed by global brands around the world.
- Technology licensed from SnowShoe by Disney, Baskin-Robbins, Shell, Red Bull & Wyndham.

**IDENTITY LOCKER** **2020**  
**Startup Founder** **Identity / Security**

Founder of B2B2C startup that created, patented and delivered an innovative portable identity system that provided a secure and private multi-factor digital identity portal to protect PII. Our decentralized identity system worked for a multiplicity of data controller use cases. Successful exit - all assets acquired by Kochava ([kochava.com/identity-locker/](http://kochava.com/identity-locker/))

STARTUP FOUNDER

**STERLING IDENTITY (Sure ID)** **2018 - 2020**  
**General Manager, VP of Product** **Identity / Security**

Growth and transformation leader for business unit delivering nationally certified biometric enrollment and cloud infrastructure for market leading IAM solution set. Successful exit in sale of Sure ID to Sterling Identity / Sterling Check (IPO 2021).

- Drove, negotiated and signed new \$25M deal for identity kiosks in every UPS store nationwide.
- Coordinator of multi-tiered partner ecosystem to create collaborative bids for US national clearance contracts (TSA) and international EU contracts, won \$15M in new state contracts.
- Ownership of all product and engineering efforts for 50 state deployment focused on new CIAM / biometric identity roadmap. Hired and honed team to deliver to this plan.
- Led screening industry in FISMA compliance and FBI-compliant multi-state deployments.
- Delivered first GDPR-compliant Sure ID solution set for EU & UK governmental customers.

BUSINESS STRATEGY

**INTEL** **2011 - 2018**  
**Product Director, Intel Identity Services** **Developer Tools**

Solutions team owner for cloud service and client SDK offerings, including Identity Cloud Services Platform (CSP), PKI infrastructure, Context Sensing SDK, and management of teams for CV, context & identity systems. Platform wins with OEMs at global scale:

- Led multiple teams across Intel in the first unified 5-year roadmap for Intel Identity Services.
- Launched innovative, market leading identity services and multi-platform SDKs, worth \$350M.
- Drove multivariate testing and focus group feedback from dev community into Intel CSP.
- Complete end-to-end delivery and ownership of multiple identity & sensor SDKs, now delivered on 200M devices. Context-aware SDK received *CES Innovation of Year* Award.

MARKET DEFINITION

AI & ML INNOVATION	<b>PARC (Palo Alto Research Center - now SRI)</b> <span style="float: right;"><b>2010 - 2011</b></span> <b>Principal Product Unit Manager</b> <span style="float: right;"><b>Quantified Self</b></span>												
TECHNICAL LEADERSHIP	<b>TELETRUST</b> <span style="float: right;"><b>2008 - 2010</b></span> <b>CTO, Product Architect</b> <span style="float: right;"><b>Identity / Security</b></span> Directed pioneering product team that created new semantic and machine learning-driven platform to configure and own personal identity across platforms, analyze communication patterns in real-time and deliver AI insights from comms data to end-users on mobile and desktop. Led marketing, sales, go-to-market plan, VC funding outreach, IP submissions.												
PRODUCT EXPERTISE	<b>ADDITIONAL EXPERIENCE</b> <b>Product Leadership &amp; Technical Management</b> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"><b>VULCAN LABS</b></td> <td style="width: 33%;">Director of Product &amp; Marketing</td> <td style="width: 33%; text-align: right;"><b>Identity/NLP</b></td> </tr> <tr> <td><b>MICROSOFT</b></td> <td>Senior Manager, Palladium / NGSCB</td> <td style="text-align: right;"><b>Security/Identity</b></td> </tr> <tr> <td><b>ADOBE SYSTEMS</b></td> <td>Product Manager, GoLive / Dreamweaver</td> <td style="text-align: right;"><b>Client Tools</b></td> </tr> </table>	<b>VULCAN LABS</b>	Director of Product & Marketing	<b>Identity/NLP</b>	<b>MICROSOFT</b>	Senior Manager, Palladium / NGSCB	<b>Security/Identity</b>	<b>ADOBE SYSTEMS</b>	Product Manager, GoLive / Dreamweaver	<b>Client Tools</b>			
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BOOKS	<b>PUBLICATIONS &amp; AWARDS</b> <b>Ethics in AI: A Programmer's Primer</b> <i>forthcoming book</i> , Wiley Press <span style="float: right;"><b>2025</b></span> <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>												
AWARDS	<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>												
PATENTS	Intellectual Property inventor at SureID, Intel, Vulcan, Teletrust, SnowShoe Patent: “Verified Capture of Identity with Embedded AI Substrate” SnowShoe <span style="float: right;"><b>2021</b></span> Patent: “Secure Sequestration of Multiple Types of Biometric Identity” Sure ID <span style="float: right;"><b>2019</b></span> 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>2005</b></span>												
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COMMUNITY CONNECTIONS	<b>PURSUITS</b> <b>Principal Partner, Momenta Ventures (VC)</b> , Startup Advisory. <span style="float: right;"><b>2019-2021</b></span> Mentored Identity & Cybersecurity entrepreneurs - product strategy & market planning. <b>Business Mentor / Tech Podcast Host / Startup Advisor and Consultant</b> Private advisor for startup companies: TeleSign, CommitChange, Velma AI. Creator & Host of award-winning <i>Sparkplug.audio</i> technology podcast – 3 seasons, 100+ episodes. <b>Board Chair, Director of the Board, Officer of the Board</b> <i>(non-profit, volunteer)</i> Non-profit leadership and volunteer partnership for Sound Reading Foundation, Enterprise for Equity, Converge 45, Clarion West, Oregon Entrepreneurs Network. <b>Novelist</b> – Books published in 12 languages and featured in stage and film productions.												