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Creative Leap Technologies Vision

I have a very valuable, **different approach** to IoT data value extraction including dynamic resource allocation, enterprise class provisioning, command, control and communications. My proven technical experience and knowledge, combined with my team management and **revenue generation** experience enables a technical and company architecture with excellent prospects for rapid growth and financial success.

Summary

I have proven high performance product design and selling skills in big data, data analytics, HPC and IoT including hardware, software, implementation and operations.

After 14+ years with increasing technical and executive client relationship management experience at IBM and 13+ prior years at experience at American Express, I have the required scope and scale of experience to build and sell enterprise class software.

I have repeatedly demonstrated my leadership in building and integrating innovative hardware/software solutions, achieving extraordinary results in both solutions and sales at a very large scale.

I have managed teams up to 18, with annual budgets exceeding \$5 million, resulting in critical functions being delivered worldwide and generating many millions of dollars in revenue per hour.

I have personally executed and closed annual sales of up to \$24 million and have often been recognized for being a top achiever in innovation and sales.

Innovation

I'm always focused on tackling difficult problems and driven to find a better way. My current development project includes:

- Application of unique parallel Fog Computing techniques in IoT solutions
- Organizing and positioning data so that AIs, algorithms and cognitive systems can deliver insights in and through the system to the right place and in time to act, at a lower cost
- Blending human expertise, heuristics and analysis in flight into new types of intuitive delivery and display technologies so that complex systems are always clearly understood and informed action is possible.

Experience

Highlights

Job Roles

Startup Leader
2016 to Present

Founder, CEO & CTO

Creative Leap Technologies

- Actively launching and building a software startup that is ready to scale rapidly
- Building team and advisory boards
- Developing and executing fund raising and business development programs
- Developing product design and building an extended multi product strategy

- Contacting prospective customers to identify target sectors for product/market fit and to ensure a greater than \$1 billion addressable market
- Performing competitive research to ensure freedom to operate
- Building social and business networks to ensure all company goals are achieved

**Key Accounts
Technical
Executive**
2014 to 2016

Client Technical Leader

IBM Client Team, Sales & Distribution

- Chief architect and technical strategist for assigned Fortune 50 customer
- Responsible for the technical viability of all IBM solutions offered to customer
- Designed and presented an analytics roadmap including Watson, big data, cloud, DevOps, PaaS, hardware infrastructure and IoT solutions which recaptured the interest of customer's top leadership
- Led a turnaround strategy which started CEO to CEO discussions and a business alliance of the customer with IBM
- Managed the technical account team
- Developed customer specific strategic plan including IBM resource allocation
- Implemented business development and customer relationship management
- Responsible for achieving IBM revenue and profit goals

**Leading Edge
Workload
Optimized
Solutions
Expert**
2011 to 2014

Growth Initiatives Team, Systems Architect

IBM Systems & Technology Group, Sales & Distribution

- Developed revenue growth using new hardware approaches and designs for big data, data warehousing, high volume streaming data, cloud, virtual desktop and HPC
- Executed the technical product launch of IBM's PureFlex converged systems product line covering most of the top accounts across half of the US
- Designed workload optimized, integrated, first-of-a-kind solutions, including these examples:
 - An all flash Hadoop cluster for a major supercomputing site
 - An HPC system which could release resources to become a DR failover site for other applications, complete with warm synchronized storage
 - An extreme database cluster solution that leveraged flash systems and clustered storage controllers which significantly exceeded all specifications and performance of a leading competitive brand and at lower cost to customers
 - A massive virtual desktop system which could scale, with no down time, from 500 to 10,000 users
- Assisted a Fellow at a major industrial sensing company as a key member of the extended team to develop and announce a big data strategy by:
 - Advising during strategy and technical design sessions
 - Implementing example systems for the world-wide announcement of the big data strategy
 - Creating a working prototype of streaming and analyzing the company's actual data feeds and demonstrating the solution at a premium location at the company's global conference
- Created and manned an HPC plus big data solution booth at a Linux conference to market test the value of connecting HPC and big data systems in a unique way
- Spoke regularly at executive briefings, sporting events and partner conferences and became recognized as an energetic, knowledgeable and enjoyable speaker
- Created a popular internal sales assets site for PureFlex which drove needed sales team efficiency

**Data
Technologies
Architect**
2009 to 2011

Information Management Solutions Architect

IBM Software, Sales & Distribution

- Senior architect responsible for crafting solutions utilizing one or many of the 300 software titles within the Information Management software brand
- Developed solutions by selecting and sizing hardware, software and services then integrating them into packaged offerings to address customer needs
- Included IBM research assets and personnel in solution activities
- Adapted to the newly created role while also adding a second industry expertise in the telecommunications industry
- Advised customers, including C level executives, technical teams and lines of business regarding technical strategy and specific road map development
- Continued to lead the project to develop and test data warehouse reference architectures with EMC on behalf of the IBM Toronto Lab
- Coordinated with IBM legal regarding IP development and sharing
- Participated internally in the initial design work for IBM's Smart Analytics System, a line of data warehousing products sold worldwide

**Data
Warehousing
Product
Development
Architect**
2005 to 2009

Data Warehouse Solutions Architect

IBM Software

- Above country, data warehousing and business intelligence expert across the Americas
- Worked with customers regarding integrating hardware, software and database solutions
- Recognized for technical sales leadership - Vice Presidential award in 2008
- Created intellectual capital by:
 - Developing and communicating best practices in data warehousing
 - Writing and editing technical manuals and white papers
 - Designing and launching IBM's data warehouse products and providing expertise across multiple development cycles while working in a matrixed management organization
- Lead intellectual capital development by:
 - Leading a first-of-a-kind, joint warehouse development effort between the IBM DB2 Toronto Lab and EMC
 - Enabling the integration of both companies' products into a joint appliance working as the chief project architect, technical liaison and primary advisor to EMC
 - Coordinating across both companies throughout the lifecycle as the project manager
- Generated revenue by sourcing and closing multiple big data sales including strategic wins at new and existing key accounts
- Recognized for revenue results, tackling and solving tough problems and turning around customer relationships
- Saved a strategic growth account, part of largest telecommunications conglomerate in the world by:
 - Convincing C level executives of the merits of a new technical strategy for one of their most critical, ailing systems, whose imminent collapse threatened the company's existence
 - Conceiving and leading a complete redeployment of customer's IBM hardware, storage and software, nimbly adapting design experience to parts on hand
 - Ensuring success by continuing to lead customer and partner teams to flawlessly execute the reconfiguration in production, delivering on budget and in time to save the company's prime revenue season
 - Achieving exceptional technical results by accelerating business functions 16x on the same hardware
 - Continuing to advise the company leading to large sales of IBM hardware, software and services resulting in many tens of millions in sales.

**Large Scale
Database
Technical
Architect**
2002 to 2005

Lead Technical Architect/Engineer

IBM Global Services at American Express

- Responsible for most of the mid-range database physical architecture and infrastructure at American Express
- Oversaw an environment including 2000 databases, 380 servers and 80TB of storage - an exceptionally large environment at that time
- Selected by executive management to attend IBM's exclusive Leadership Excellence Program offered only to individuals identified as emerging leaders, involving a month of classes and industry speakers spread throughout the year
- Promoted 05/2004
- Delivered business results through team leadership by:
 - Leading an ever-growing team of 15 to 18 DB2 UDB engineers, providing physical infrastructure support for critical, tier 1, high profile applications such as Membership Banking, AmericanExpress.com, and Online Brokerage to name a few
 - Instituting and developing automation techniques to increase team productivity
 - Improving team performance and methods in server capacity planning, configuration, installation, maintenance, availability, recoverability, security and tuning functions, delivering better business results across the board
 - Transitioning the team to IBM per the outsourcing agreement with 100% contractor and employee retention
- Delivered business results through engineering excellence by:
 - Designing and implementing large scale warehousing environments holding 70TB of data, including the largest Data Warehouse Manager installation in the world
 - Expanding warehouses to take on more data and more critical workloads to become key tier 1 resources worldwide
 - Redeploying existing warehouses onto newer technology, increasing their viability
 - Becoming a technical influencer as a member of best practice advisory teams within the account and across the IBM's western division delivery center
- Helped American Express Technology and IBM Global Services win back a multiple million-dollar project outsourced to a competitor

**Data
Warehouse
Engineering
& Innovation
Leader**
2000 to 2002

Lead Database Engineer

American Express

- Duties included engineering leadership, 7x24 support for database issues, database and application change management, performance tuning, technical assistance for application DBAs, consulting with system admins and complete end to end administration of test servers (AIX & DB2)
- Moved data warehousing from an R&D activity to applied technology in production
- Shored up all underlying technology and design templates to ensure operational excellence
- Made an immediate staffing difference - retained and attracted top staff, improved morale
- Managed team of four to six engineers
- Oversaw full life cycle deployment of new warehouses systems
- Developed a capacity planning tool to predict budget and staffing needs, ensuring better service

**Large Scale
Global
Performance
Tuning
Leader**
1995 to 2000

Lead Programmer/Analyst

American Express

- Duties included team leadership, staffing, difficult technical analysis, production troubleshooting, budgeting, cost forecasting & return on investment projections
- Delivered exceptional business value by:

- Conceiving and leading a high-profile performance tuning effort on a large, global, tier 1 merchant payment system (Runs parallel 38 times worldwide, 70k jobs run monthly, 11k tables, 76k DB2 Packages, 15M on-line executions monthly)
- Reducing computing resource consumption by 64% as functionality was increasing, saving the \$1 billion application development project by making it operationally cost efficient
- Reporting on tuning progress and forecasting to senior executive leaders
- Saving the line of business \$19 million in chargeback over 5 years
- Twice received an award from the chairman and CEO of American Express for the most influential projects in the company, becoming the first technology leader to ever win the award
- Designed and drove \$1 million to \$2 million worth of additional development effort annually throughout the application teams while leading a core team of three to four

Critical Applications Developer & Database Administrator
1989 to 1995

Lead Programmer/Analyst

American Express

- Developer on two development efforts for worldwide network management and international, tier 1, accounts payable using 4th generation languages
- Developed applications which supported American Express's data and voice communications infrastructure worldwide
- Enhanced critical systems including dial engineering for credit authorizations worldwide and globally dispersed, highly available authorization appliances able to make stand in credit authorization decisions if communication links to primary systems were disrupted
- Developed new interface to company's accounting systems
- Reduced an unacceptable stability and crash rate on supported systems to near zero
- Launched telecommuting pilot program
- Led a team of two to three
- Promoted to Lead Programmer/Analyst, 03/95

Pioneered Master Data

Computer Applications Specialist II

Northern Arizona University

Lead Developer
1986 to 1989

- Conceived and designed what would be known today as a Master Data solution providing the university with consistent student and employee information across all systems.
- Mediated between ten client offices to bring about agreement on design and data stewardship
- Project leader for DB2 Pilot project
- Prepared and taught four-day DB2 application design class to peers
- Determined CICS/DB2 application architecture for two major development projects
- Built productivity tools to aid in prototyping and in development

Fast Career Start

Developer and Database Administrator

Northern Arizona University

Systems Analyst
1982 to 1986

- Designed, developed and maintained a major online system that managed campus housing services, mail room and telephone switches – the first time these functions had been tightly integrated
- Developed standards and templates
- Designed and built productivity tools for developers and DBAs
- Responsible for all aspects of database administration under IDMS, assisting application developers with database and program design, modifying databases and educating on the use of IDMS
- Offered this position while earning my degree and working as a part time student programmer

Technology, Skills and Education

Highlights

Cloud	Amazon S3, Google, BlueMix, SoftLayer, IBM mobile first, IBM Smart Cloud, Watson, social media
Distributed	<p>IBM PureSystems, P and X series processor lines, RX6000/SP, Sun E and V processor lines, mid-range and enterprise storage subsystems from IBM, EMC and Hitachi. flash systems, IBM 1350 clustering solutions. IBM, Brocade, BNT and McData fiber switches and directors, Cisco, Juniper, Mellanox & BNT, Ubiquity switches and hubs, IBM tape subsystems and libraries, network storage servers (NAS), firewalls, UPS & power distribution</p> <p>Unix: AIX & Solaris, Linux: SUSE & Red Hat, DB2 UDB EE & EEE versions 5 through 9.7, BMC Patrol, Veritas, Tivoli System Automation, Tivoli Storage Automation, BMC Control-M, cluster and workload distribution software, Platform Computing, many IBM Information Management titles and suites, including InfoSphere, Cognos, SPSS, Information Server, Identity Insight, Master Data, Optim PMO, PMQ, InfoSphere Streams, Information Server, Watson</p>
Mainframe	<p>IBM Z processor line</p> <p>OS370, OS390, MVS, DB2 versions 1.3 through 10. IDMS DB/DC, BMC AppTune, Strobe, Platinum Plan Analyzer, Omegamon, COBOL & COBOL 370, CoolGen (formerly IEF), Easytrieve, QMF, SPUFI, CICS, Expediter, Job Track, JES, SAS, MICS, File Aid, File Aid/DB2, Method/1 Tools</p>
Desktop & Mobile	PCs & Macs, routers, switches, firewalls, networking & network storage devices, security, Windows, MS Office products, Lotus Notes. xOS and iOS, smartphones, cellular data technologies, GPS and computer based mapping, security, Intel/Microsoft Trusted Boot, encryption
Education	Bachelor of Science in Business Administration – Computer Information Systems, from Northern Arizona University