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I specialize in critical review and competitive sector analysis of technology product strategies, specifically, new B2B services and products in the pre-launch phase.

**France Telecom** recently retained me to perform sector due diligence prior to launching development efforts for automotive supply chain and brand monitoring ASP service sectors. I provided compositional services comparable to much larger analyst practices while contracting for **OpenLink Software**.

My analysis covered differential competitive sector adjudications and market intelligence, mostly delivered as white papers. OpenLink used these major monographs as resource collateral for internal, external, and partner communication outreach purposes. All of the foregoing is a gratifying acknowledgment of more than thirty years total working across multiple technical disciplines.

I have practical experience as well: At **Interstate Automotive Auctions**, I created a fleet services-dispatch system; the system was J2ME / Nextel centric, the most common mobile platform for the services trade. The ThruDispatch system included a unique XSLT Forms/fax gateway. This type of technical, hands-on experience, sets me apart from other analysts.

My reputation as a “trends spotter, one who makes the right call at the right time, delivering cogent written and oral advice to management”, has served me well in creating value, fostering partnerships, and creating the groundwork for new products and innovation.

bizQuirk Product Sector Strategies, San Mateo, CA 4/15/2007- Current.  
Managing Partner. Senior Analyst for product strategies. Responsible for all client relations and delegation of contractor work schedule to full and part-time staff.

**France Telecom R&D Labs** S. San Francisco CA 10/2006 – 3/31/2007

Strategic Analyst via Contract

*Project 1:* Composed a major (50k word) monograph covering Automotive sector data interchange problems affecting the supply chain and OEM to retail dealer communications and vertically integrated systems. Researched standards for the global XML transition from EDI. Interviewed standards bodies, trade organizations, and other stakeholders in order to define future

telecommunications sector products for the automotive supply chain. Also researched competitive offerings, industry trends, and current thought leadership on all issues impacting EDI to XML revolution.

*Project 2:* Composed a Major (42k word) Monograph on Consumer Generated Media Metrics, Text Mining, the Business of Brand Monitoring. Proposed a balanced services model for exceeding the state of art in natural language processing for measuring the 'voice of the consumer'. I also identified a completely unexploited sector for brand monitoring services.

**OpenLink Software**, Burlington, MA, Analyst for Industry Channels 8/82005-2/302006  
Trade Sector Analyst. Report to executive management on competitive sectors: web services, blogging and social media platforms. Write internal monographs and white papers for public consumption. Edit web content for style, perform general competitive analysis. Kept a finger on Web Application Frameworks and Web 2.0 hype in general.

**Interstate Automotive Auctions**, Salem, MA, System's Boss 5/2002- 2/2005  
Designed Fax to Nextel wireless data dispatch system. Evaluation and deployment of advanced imaging and indexing technology for records and document management. Designed an enhanced enterprise work-flow model. Supervised all vendor work and conducted subsequent training and proof-of-performance testing.

**GAI - Get Around Inc.**, Tel Aviv Israel CTO 5/2001-12/2001  
Technical and operations lead for Electric Vehicle manufacturer and distributor. Published well received articles in industry press. Nominated Exec. Director of PEVAA, industry trade association.

**Liaison Technology**, Austin, TX OEM Consultant (90 day contract) 10/2000 - 1/2001 Retained for business case analysis in support of partnership and co-venture relationships. Authored resulting major monograph examining client's e-commerce catalog systems. Negotiated OEM technology licensing and partnerships.

Document Architects of Schaumburg, IL. PM/Senior Analyst, EDM/ECM 6/2000 - 4/2001 (9 Month Contract) Research, RFP, and coordinate vendor relationships. Analyst for XML structured data specifications & interoperability/process re-engineering support for document imaging and legacy EDM systems. Formidable portfolio of White Papers developed on document-centric XML crossover integration with EDM, Imaging, and messaging systems.

Service Publications Interactive 1085 Commonwealth Ave. Boston, MA 02215 12/31/95-9/2/96  
9/2/98-5/2/2000 Consultant for electronic enterprise document management systems. Sr. Consultant, electronic documentation and interactive training.

SC-One Electronic Publishing 3200 Sencore Dr. Sioux Falls, SD 57107 9/2/96 - 9/02/98  
Senior Consultant Electronic Publishing Services  
Lead Project conversion of CD-ROM publishing technology to subscriber portal systems. Research Web/CD-ROM hybrid production system architecture. Managing producer for interactive training content. Authored corporate on-line e-business strategy.

Vicom Multimedia Inc. Edmonton, AB, Canada 09/1/93 - 12/31/95

General Manager, TekDisc™ Publications Division

Creator of TekDisc 'Service manual on CD-ROM' project. General Manager of interactive publishing division. Responsible for product conception, specifications, hiring, and business development.

Evangelized industry successfully in Product Service vertical. Instructional and UI designer for initial projects (12).

4MS (Managing Partner) 15 Lothian Rd. Brighton, MA 02135 9/90 - 1/1/94

Multimedia Engineer : Specializing in touch-screen training systems, digital video, and

Interactive Voice Response Systems. Contract Analyst - Market Research: Technology due diligence reporting for institutional investors; technical asset ratings (patents, proprietary technology, intellectual property inventories).

Pro-Cor Systems , Inc. 5001 Forbes Ave. Pittsburgh, PA 15213 6/15/89 - 8/8/90

Project manager: Reengineered departmental processes for c/s project management and dispatch system. Coordinate field service, fabrication, and installation. Maintain project schedules, provide internal and external technical support for all clients and internal departments. Participate in design meetings. Prepare documentation and administer customer training programs.

V/I Systems, Inc. 407 Morris Avenue, Providence, RI 02906 10/87 - 6/89

Director of Engineering. Consulting services (scientific computing): Chemical and Biological

Laboratories: Interfacing first and second generation laboratory equipment (spectrophotometers, chromatography equipment) to personal computers. Automation of measurement tasks. Audio

Production and Post-Production facilities: Computer integration of professional recording systems.

Proof of performance testing of recording capital equipment. ATE: Designed and subsequently licensed a unique piece of Macintosh II based intelligent test equipment.

ESB, Inc. 14E. Hadley St., Billerica, MA 01862 8/83 -10/87 Director of Training: Implement

comprehensive training curriculum for regional service network. Training levels vocational graduates to department managers. Topics covered remedial electronics, advanced servicing, and proprietary

servicing techniques. Director of Technical Services: Supervise service department work flow and

technical quality standards. ATE/T+M: select, purchase, and maintain all capital equipment. Set up,

programming and operation of PC-based ATE systems. Training: Conduct formal in house training for

Audio, VCR, television, and microprocessor troubleshooting.

Firsts:

- First to market with Interactive Technical Service Manual CD-ROM system (TekDisc)
- First with multi-user authoring /content management system (Nereus) (Seybold Recognized)
- First to advocate replacement of SGML DTD with extended Schema based document defs.
- First to employ on-line web collaborative product (Service Web)
- Creator of the work-flow planning methodology (Low Impact Document Data Role Survey)

Education:

Marblehead High School Class of 1976

New England Regional Technical Consortium 1978:

Four Year Diploma of Trades and Sciences / Electronics Engineering Technology (Similar to BSET)

#### Tools & Platforms - Intel/Windows 9x -NT

- Edius Pro 3.6
- RSS Platforms / OpenLink Virtuoso
- Video Hosting and Transcoding
- SOA / ESB
- ABC Flowcharter
- Lotus SmartSuite, All tools

#### Core Strengths:

- Technology Sector Strategic Analysis
- In-depth, ground up understanding of electronics, computing, and advanced software systems
- Technical Product Services Industry Vertical; product planning, training, and management
- Stellar trade writer, speaker, presenter (impressive portfolio)
- Product/Market Evangelism and Business/channel development, trade group, and media relations

#### Industry Participation:

Original participant in SGML open, (later OASIS)

AIIM \* NASM \* EIA/CEMA \* NARDA \* NESDA \* AFSMI