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Professional Experience

February 2007 – Present

iSCORR Media, Inc.

CTO

Software Architect, Development Manager and Lead Developer for projects utilizing a PHP and SQL backend, an HTML + CSS + JavaScript client, with AJAX, ASP.NET, C#, Silverlight, Flash streaming, as well as iPhone/iPad/Android apps. Procured managed hosting and streaming video CDN services, architected a new REST API with a 600% improvement in performance and scalability in preparation for the commercial launch of a site supporting 5 million simultaneous users via cloud-based services. Smooth Streaming and HTTP Adaptive Streaming implemented for next-generation needs.

July 2010 – October 2010

An IPTV Company

Consultant

Developed a Windows IPTV Client app in C# utilizing DirectShow filter graphs to tune and stream a proprietary low-latency video feed from their customized servers, as well as a DirectShow network source filter in C++ to encapsulate their RTP-based protocol and inject the stream into the graph. Sole architect and developer on this project. The app is now being implemented inside a number of network TV affiliates requiring low-latency video feeds to field reporters.

July 2008 – April 2010

ZillionTV Corporation

Director, Encoding Services

- Encoded, QC'd and ingested over 5,000 video assets over a 10-month period, including Tier 1 features and episodic, trailers, ads, and many Tier 2 and 3 titles. Video quality is highest in the industry for the bitrate.
- Managed post-house relationships with Technicolor, Deluxe, Ascent Media and others, and studio relationships for technical issues on video, metadata, and artwork with NBC-Universal, Paramount, Sony, Warner Bros., Lionsgate, MLB, Disney, etc.
- Built a simplified in-house Content Management and Workflow Automation System from Sharepoint 2007.
- Created encoding workflows with Inlet Technologies' Fathom and Armada products targeting H.264 and AC-3 encodes within MPEG-2 Transport Stream wrappers.
- Built profiles and compared encodes from Inlet, Rhomet, Digital Rapids and Atime for testing against both Streaming 21 and Edgeware streaming servers, for target SOCs Sigma 8654 and NVIDIA Tegra 600 Series.
- Created XML metadata schema using Altova XMLSpy, and XML/Excel conversions with Altova MapForce.
- Verified TS compliance and video quality with: Tektronix MTS400, Manzanita Analyzer, Baton, Cerify and Video Clarity.
- Wrote and maintained external documentation for content providers and encoding partners.
- Created AVISynth scripts for custom processing of problematic video sources.
- Used DG FastChannel for ad acquisition and Aspera for efficient mezzanine and target file transfer.
- Spec'd and managed the development of Aspera and FTP scripts in Perl for event-based file transfer and ingest automation.
- Developed DirectShow source filter to "stream" from standard web servers, as well as numerous tools in C#, especially targeting XML manipulation, data extraction, and process automation.

July 2006 – February 2007

DextriMedia, Inc.

President / CEO

Co-founder of a video encoding lab specializing in the VOD encoding needs of the IPTV industry, with emphasis on the VC-1 and H.264 codecs and the Microsoft Mediaroom platform.

August 2005– June 2006

Microsoft Corporation

Consultant

A software developer on Microsoft's next-generation TV product, the Mediarama (IPTV) platform. Primarily responsible for STB client code, including SAP, audio sync, VOD playback, and general maintenance. Most work was on Windows CE 5.0 under Platform Builder, with some on Windows XP under Visual Studio 2005. Worked extensively with content in the VC-1 and H.264 formats, in both WMV and MPEG-2 TS bitstreams.

July 2003 – July 2005

Akimbo Systems, Inc.

Sr. Software Engineer

Created a new consumer electronics product (set-top box) using Windows CE 5.0, Windows XP Embedded, Windows Media 9, and Windows Media Rights Management 9.0. The product was released in October 2004, and won the "Best of Innovations Award" at CES 2005.

Responsibilities included implementation of the Microsoft DRM (Digital Rights Management) on both client and service, and all video playback technologies using Windows Media 9 WMV, DirectShow, and Windows Media Format SDK v9, which was used to support trick mode playback. Also worked on optimizing the WMV9 encoding profiles to provide optimal playback experience on the relatively low-powered box.

March 2003 – May 2003

MOTO Development Group

Consultant

Developed an audio module for the Athena PC, a next-generation PC prototype shown by Microsoft at WinHEC 2003. Telephony functionality was implemented using DirectSound and packaged in a COM object, enabling speakerphone and Bluetooth handset conversations through a PC to both POTS and PBX phone systems.

November 2000 – December 2002

Storymail, Inc.

Director of Engineering

Provided engineering direction for the development of the StoryTeller engine on Win32, Mac, Palm and WinCE platforms, including ActiveX and Netscape Plugin hosts, AOL client support, and a POP3 proxy.

Designed StoryServer 2.0 API and backend to support campaign management, tracking statistics, and eCommerce.

Ported the StoryTeller engine to the WinCE platform. Optimized display performance by re-writing video format transformations to provide direct screen buffer access for the StrongARM processor architecture.

Refined techniques for delivery of Storymail-enabled rich email messages in accordance with MIME, SMTP and POP3 specs, as well as hybrid AOL HTML-based emails.

October 1999 – October 2000

Visualize Video Corporation

CTO

Architected a highly scalable, high availability Internet site with load balanced web and video servers and clustered SQL and mail servers, and a robust backend storage solution using EMC Symmetrix and Celerra servers.

Architected and lead the design and implementation of a next-generation video mail technology utilizing client-side compression and streaming video technology making the creation of video mails extremely easy for users.

Client-side technologies include an ActiveX control for video encoding using the Microsoft Windows Media Format SDK, and one for background uploading of video to the video server farm, including error recovery and abuse prevention techniques. The client auto-detected VFW or WDM video and audio capture devices.

Server-side technologies include IIS, Java servlets using Jrun as the run-time environment, SQL Server 7, and Mailsite mail server accessed using the Java Mail API.

February 1999 – October 1999

PE BioSystems

Consultant

Assisted in the development of DNA analysis software. Taught their Mac developers classes on COM and on the Win32 platform and development tools. Developed a component that searches protein databases such as Proteome. Also designed the object models for all components of the BioToolbox (the organic subset) for the application, named Analyst.

December 1995 - February 1999

Starlight Networks, Inc.

Principal Architect

Responsibilities included visionary, architect, design lead, project manager and developer for a new product category called Network Delivery Management. This product, released as StarCenter 1.0, addressed digital video content management and content delivery issues for streaming video deployments.

Designed and implemented ActiveMovie (now DirectShow) source filters to stream digital video from Starlight servers to Windows clients. Later updated the source filter to support the Windows Media Player.

Participated in a Market Validation special project to quantify the streaming video market segments and address product usage issues with existing customers, and formulate new product development plans based on feedback.

Initiated Starlight's first foray into the "Internet world" by designing and implementing a Netscape plugin to stream video from Starlight's servers to a web browser on Windows clients. Later architected the ActiveX version for IE which grew into Starlight's new COM- and Winsock-based client architecture using Internet protocols.

March 1995 - November 1995

**The San Francisco Canyon
Company, Inc.**

Vice President of Engineering

Responsibilities included project management for both Windows and Mac projects, corporate IT, corporate administration, and software architecture and development. Personal projects included a realtime sound mix DLL for a children's edutainment title developed for Mindscape; a project for Starlight Networks to provide live MPEG capture, playback and multicasting capability via LAN or satellite for their StarCast product; technical management for the development team that wrote Mavis Beacon Teaches Typing for Kids for the Mac for Mindscape. Also served as Dev Lead for a staff of nine developers working on 3-4 titles concurrently.

December 1994 - March 1995

Bröderbund Software

Consultant

External project manager and developer for a specialized sprite-based codec for QuickTime for Windows that was productized and used in several children's computer games.

October 1994 - December 1994

And Interactive

Consultant

External project manager and developer for a Director XObject to provide MCI control of multi-vendor digital video playback from Director scripts.

April 1994 - October 1994

Apple Computer

Consultant

Responsible for lead development and project management for QuickTime VR for Windows, a low-storage version of Virtual Reality patented by Apple's Advanced Technology Group. Tasks included porting a panorama controller and an object controller from the Macintosh to the Windows environment as a QuickTime component, and also providing external control to Director Lingo scripts via a Director XObject interface. Converted component and XObject frameworks and supporting C++ classes to the Microsoft Visual C++ environment. Product first appeared as part of the Star Trek: The Next Generation Interactive Technical Manual on from Simon & Schuster.

March 1994 - April 1994

Apple Computer

Consultant

Implemented support for Music tracks in QuickTime for Windows 2.0. QuickTime-format music data is processed, sequenced and converted into standard sequenced MIDI instructions, and the Windows multimedia timers are used to accurately deliver the MIDI events. Contains dynamic channel usage optimizations to support as many instruments in a score as possible at run-time based on the user's sound card and sound driver capabilities.

October 1993 - March 1994

Intel Corporation

Consultant

Developed a QuickTime for Windows codec implementing Intel's HQV IV31 (Indeo) decompression algorithm. Included optimization paths for a wide variety of run-time video hardware setups to provide the highest possible video quality at the greatest possible speed. Included special routines for fast YUV to RGB color space conversion and smart dithering for 8-bit targets. Performance exceeded expectations and surpassed performance of the Video for Windows version.

August 1993 - October 1993

Media Vision, Inc.

Consultant

Developed a Windows DLL providing direct hardware write support and a faster replacement for DrawDibDraw for the Media Vision CD title "Quantum Gate" using Video for Windows.

May 1993 - June 1993

Starlight Networks, Inc.

Consultant

Analysis and implementation recommendations for providing dynamic stream thinning technology for QuickTime for Windows and Video for Windows. Detailed several techniques to scale digital video at the streaming server to maximize network video streams without exceeding available network bandwidth.

March 1992 - May 1993

Apple Computer

Consultant

Responsible for planning and development of several components of Apple's QuickTime for Windows product. For version 1.0, areas of responsibility included the Sound Manager, which converted Mac-format sound data to the appropriate Windows-format sound data for the sound card available at run-time, and also scaled the sound data for proper playback rates for the peculiar playback characteristics of a wide variety of sound cards. Also responsible for the Application/QuickTime glue code allowing Windows applications to be fully QuickTime-enabled if QuickTime was present, but otherwise un-hindered if it was not. Developed the Data Handler for optimizing data streaming requirements peculiar to playing QuickTime movies from hard disk, network or CD-ROM.

Responsibilities with QuickTime for Windows 1.1 included evolving the glue code into a fully-functional Component Manager that is significantly superior to the dynamic linking capabilities available with the standard Windows DLL method. Also performed other Data Handler, Sound Manager and Toolbox optimizations to improve data throughput, reduce CPU utilization, reduce I/O idle time, and increase video playback rates.

November 1991 - February 1992

Apple Computer

Consultant

Co-developer of the QuickTime for Windows prototype that John Sculley demonstrated at the MacWorld 1992 keynote event.

Core Competencies

Languages	C++, C#, SQL, JavaScript, PHP, VBScript, XML / HTML / DHTML / CSS, x86 Assembly, Visual Basic, AJAX, XAML, Java
Software Dev. Tools	Microsoft Visual Studio (C++, C#, Visual Basic), Microsoft Expression Studio and Expression Encoder, Eclipse, Altova MapForce & XMLSpy, SourceSafe, Perforce, CVS, WinICE, WinDbg, MSDN Library, IBM VisualAge, BoundsChecker, Microsoft Platform Builder
Technologies / APIs	Several REST APIs, .Net Framework, Silverlight, DirectShow, DirectX, IIS Smooth Streaming, Direct Media Objects (DMO), several Microsoft SDKs (Windows Media Player, Windows Media Format, Windows Media Rights Management, Win32, WinCE, etc.), ASF, H.264, MPEG, QuickTime, COM, DCOM, ActiveX, Microsoft IIS with ASP / ASP.NET, Microsoft SQL Server 6.5 - 2008, AVISynth, LAME, cURL, VirtualDub, ffmpeg, Netscape Plugin API
Protocols	HTTP, SOAP, TCP/IP, UDP, RTP, RTSP, RSVP, StarStream, MMS, SMTP, POP3
Operating Systems	Windows 7, Windows Vista, Windows Server 2008 and earlier, Windows 3.0 – XP, Windows Mobile (WinCE 3.0 – 5.0), Windows Phone 7, iOS, Android, Unix, CP/M, DOS, OS/2

Education

BSCS and BSEE double major, three years of undergraduate studies. (Incomplete; started a business.)

Industry Education

Eight Microsoft PDC's, numerous seminars at CES, NAB, MIX, IPTV World, Streaming Media, JavaOne, DV Expo, GDC, etc.

Publications / Presentations / Industry Affiliations

Columnist for Microsoft's Windows Expert Zone as a Digital Media specialist.

Columnist for Win Tips in DV Web Video Magazine, a column dedicated to Microsoft Windows Media Technologies. (No longer published.)

Microsoft MVP for Digital Media from 2002 through 2006.

Speaker at DV Expo in Long Beach, CA, March 2000 on automating backend video post-production procedures.