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Career Overview

I'm a highly experienced and accomplished technologist and product leader. I'm looking to work with corporate leaders to build strong businesses with positive products in positive work environments. The responsibilities I typically take on are that of a senior technology management involving product strategy and delivery responsibilities and a title of CTO, CIO, or VP Engineering.

My work accomplishments include helping sell companies with revenues of up to \$3.5bn, patents in ultrasound imaging involving modification of the JPEG/DCT algorithm, creation of (one of) the first web-based medical imaging platforms, and creation of one of the first drag-and-drop technologies, innovation in operating systems and client/server systems. I built a boutique CTO-level consultancy with fellow top-technology leaders (including builders of the Lunar orbital cameras, and the founders of DoubleClick and Petstore.com, etc), through which I've managed technology teams as large as 225 involving product managers, project managers, programmers, customer service, desktop services, corporate financial and ERP support. Lately I've become excited to develop a variety of self-running businesses including one social media measurement company (sold), and a number of mobile app products.

While I am highly experienced technologist with a Bioengineering background, my general talent is in analyzing and understanding the varied, complex, and abstract challenges that face modern businesses and creating effective ways to get them addressed. Whether problems are in operating systems design or in building effective teams and products, I'm able to find ways to get things done. Not just a literal technologist nerd I also am an active artist who has received grants for projects from the National Endowment for the Arts and New York State Council for the Arts and spoken at variety of universities on advanced art. The point being that I value being open to all sorts of approaches and interactions to making things go, and helps me interact with not only engineering but with the wide variety of people and skills needed to build and market modern products.

Work History Overview

I have spent the last 8 years working on and advising startups in the areas of Education, Mobile Apps, Mobile Games, Individual work tools, Marketing & Sales Data (built on twitter & FB), Travel, Email. I performed technology due diligence for Investor Growth Capital's \$3.5bn venture fund for a pre-IPO round, and did a small bit of technical

consulting for the Siri team pre-Apple acquisition. I founded a few startups and operated as CTO for some. No unicorns. One is an autonomous self-running business that I've sold. For these I worked on product strategy and did hands on development and managing. I made some mistakes that have lessened the upside to the startups I founded, but from which I've learned some lessons. Systems I've built are multi-server/technology systems, hosted on AWS, built for scale, using MySQL, Memcache, Javascript/HTML5, sockets, and modern tools. (Siri, Tangoe, Meemli, Rocketseed, HearPlanet, inxight, yackpack, fsm labs.com, more).

Before this I worked as the principal consultant for my boutique consulting firm (Inventivity.com) that I had created in 1998 providing CTO-level consulting. In this capacity I served as CTO of Liberty Travel, the largest purveyor of leisure travel in the US including running all of American Airlines Vacation services on its systems, and helping to sell the company for ~\$200mm. There I hired a VP Engineering and a replacement CIO, revamped development, killed some projects, upgraded their significant self-hosting infrastructure saving 4 million / year, and continued to provide service to hundreds of storefronts, thousands of travel professionals, and nearly 1 million travelers each year.

Before that I consulted with Sonic Solutions in 2003 (a Lucasfilm derived business, having just recently gone public, and now owned by Rovi in \$1bn deal in 2010), whose CD & DVD technology is in Windows and Sony, Hitachi, and other HiFi consumer electronics. There I brought metrics based engineering management and development processes to senior management, and oversaw outsourced development of key product technology.

Prior to Sonic, I served as virtual-CTO for the development of a spin-out by Hewitt pre-IPO (now Aon/Hewitt NYSE) providing web-based employee HR to the largest employees in the US - Fortune 50 clients: Boeing, Ford, etc. Primarily responsible for technology strategy, and daily technical leadership, and keeping Hewitt's C-level leadership apprised of our work, I staffed and organized development for a project billing nearly \$4mm/month.

This was preceded by work on medical diagnostic ultrasound engineering and management for Acuson including creating and patenting a few innovations in diagnostic ultrasound imaging, and in voice and other interfaces to medical equipment, and by co-creating one of the first web-based diagnostic ultrasound workstations. This latter product (WebPro) was demonstrated on several occasions by the CEO of Cisco (John Chambers) at the Cisco quarterly meeting and to VP Al Gore and visiting President of Russia.

My consulting and employment background before this including teaching UNIX

internals at Bell Labs, developing systems for Bellcore Research, re-architecting the telephone bill for Verizon, UNIX internals architecture for Auragen, inventing one of the first drag & drop interfaces on Windows at my startup called “NewTools”, web efforts for HP Labs, developing a visual music search project and Mac development for RioAudio’s mp3 players, and system architecture for a NASA project for Inxight, a Xerox Parc spinout.

My interface startup, NewTools, was featured on the cover of these magazines: PC, PCWeek, Byte, Windows, and others, and featured in two books: “Windows Power Tools”, QUE Books. and “Killer Windows Utilities”, Bantam Press.

I’m also again active as an artist and running a software/art meetup in San Francisco in which we critically engage with software-artworks.

Jeffrey Greenberg – Resume
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