

Reuven Cohen

Greater Toronto Area, Canada



ruv@ruv.net



[linkedin.com/in/reuvencohen](https://www.linkedin.com/in/reuvencohen)

Summary

rUv is a seasoned technology expert with a career spanning over three decades, marked by a profound impact on the industry's most groundbreaking innovations. With his extensive experience and a keen ability to identify future trends, rUv has become a sought-after advisor to some of the world's largest companies, as well as governments and international organizations.

From the early days of the internet, rUv was instrumental in shaping digital experiences as an alpha/beta tester for trailblazing companies such as Napster, AOL, and Sierra Online. His astute insights and guidance have been invaluable in the rapidly evolving online space.

rUv's foresight and expertise also extended to the realm of cloud computing. He founded Enomaly Inc., a pioneering cloud computing company, and coined the term "infrastructure as a service" in 2005, a full year before Amazon's launch of EC2. As an inaugural member of the Amazon Web Services advisory board, rUv's influence in the field is undeniable.

In the realm of artificial intelligence and web3, rUv served as an alpha/beta tester for OpenAI, contributing to advancements in AI programming and engineering. As a co-founder of AwardPool, he has played an integral role in developing an AI-driven rewards platform. rUv's AI Prompt Programming subreddit has garnered a dedicated following, showcasing his ability to engage and educate others in the field.

rUv's impressive track record includes advising governments and international organizations, with notable engagements such as the US Federal CIO Council. In 2009, he co-authored the first US Cloud Definition with the National Institute of Standards and Technology (NIST), providing a foundation for cloud policy and implementation. rUv's influence in the field was further solidified when he co-founded CloudCamp in 2008. This global grassroots initiative grew to hundreds of cities and introduced over 100,000 people to cloud computing, cementing rUv's reputation as a trusted consultant and thought leader.

Despite his extensive accomplishments, rUv remains approachable and relatable, sharing his wisdom through various channels. As the host of the Fungibility Podcast, he demystifies complex topics and makes cutting-edge developments accessible to a wide audience.

rUv's exceptional career is a testament to his passion for technology and unwavering commitment to pushing boundaries. With his extensive experience and collaborative spirit, he continues to be an indispensable ally for industry giants, governments, and aspiring entrepreneurs alike.

Experience



Co-Founder & CEO

Award Pool

Mar 2020 - Present (3 years 4 months)

Engaging The Digital Generation. Award Pool makes it easy to engage the digital generation with gamified play, digital assets and blockchain NFT rewards.

Future customers are online right now interacting and sharing their interests through communities and social circles inside the games they play and websites they love. Getting customers engaged through social media challenges will keep the excitement for your brand alive and give you a new way to move forward.



Contributing Writer

Entrepreneur Media

Sep 2021 - Present (1 year 10 months)



Managing Director

Alystic Holdings LLC

2016 - Present (7 years)

The personal investment holding company of Reuven Cohen. The firm administers various philanthropic, angel investments and an extensive portfolio of investment properties.



Mentor

Techstars

2011 - Present (12 years)

Reuven is a mentor for the Techstars. The startups he has mentored have collectively raised more than \$500,000,000 and several billion in valuations.

As a mentorship-driven startup accelerator, TechStars invests in technology oriented companies, typically these are web-based or other software companies. TechStars looking for companies that can have national or worldwide impact.



Mentor (Volunteer)

Founder Institute

2017 - Present (6 years)

I mentor on the subject of Growth and bootstrapping.



Mentor & Advisor

Alchemist Accelerator

2014 - Present (9 years)

The Alchemist Accelerator is a venture-backed initiative focused on accelerating the development of seed-stage ventures that monetize from enterprises (not consumers). Backers include Cisco Systems, Draper Fisher Jurvetson, Khosla Ventures, SAP, and US Venture Partners. Funds that have invested in Alchemist companies include Andreessen Horowitz, Felicis Ventures, Founders Fund, Greylock Partners, Redpoint, and True Ventures.



Co-Founder

fraction/al

2017 - 2019 (2 years)

fractional works with clients looking to fractionalize high-value, illiquid, real-world assets including sports ownership, real estate, corporate equities, debt, commodities and other financial derivatives using blockchain technology.



Contributor

HuffPost

2016 - 2019 (3 years)

A focus on emerging technology and Artificial Intelligence.



Strategic Advisor

ComputeNext

2016 - 2017 (1 year)

Advising the team at ComputeNext on various cloud marketplace and finance centric compute strategies.



Vice President

Aporeto

2016 - 2017 (1 year)

Aporeto is a venture backed, cloud-native security startup based in the Silicon Valley. It is funded by several top-tier investors and is currently operating in stealth with a planned launch late 2016. I focus on strategic growth strategies (data-centric marketing, fundraising, and sales execution), among other things.



Contributing Author, Data Graphica

Network World

2015 - 2017 (2 years)

The focus of Data Graphica is to explore the limitless potential of data in its visual form. From emerging technologies to data scientists to designers shaping the way we understand information, Data Graphica will showcase the very best in the world of data science and information design.

Columnist

InformationWeek

2013 - 2017 (4 years)

Writes about the future enterprise technology and cloud computing trends.



Chief Technology Advocate

Citrix

2013 - 2016 (3 years)

Leads Citrix (NASDAQ: CTXS) advocacy efforts with a particular focus on increasing the volume, reach and influence of Citrix' extensive portfolio of technology solutions.

More specifically, I sit within the Citrix Labs and CTO Office. My responsibilities include;

- Leading strategic global influence activities including lobbying, advocacy and evangelist programs.

- Research & development of emerging technologies.
- Leads the Citrix Labs Design Center of Excellence (Design Thinking / Lean Startup)
- Co-author Citrix annual Technology Landscape document which defines potential future technology opportunities for the company, 5 or more years into the future.
- Consult on strategic M&A and early stage investment opportunities.
- Mentor senior Citrix management/execs, CTO's as well as strategic investment portfolio companies on influence centric activities.
- Opportunity generator. Rain maker.



Strategic Advisor

Citrix

2013 - 2016 (3 years)

The Citrix Startup Accelerator invests in enterprise startups creating the next generation of cloud infrastructure services, mobile enterprise solutions, and collaboration technologies.



Contributing Author

Forbes

2012 - 2014 (2 years)

Author of "The Digital Provocateur" column for Forbes magazine. The column focused on emerging business technology trends. At it's peak the column had over 2 million readers / year.



IT Champion / Liaison (appointed)

Global Affairs Canada | Affaires mondiales Canada

2010 - 2014 (4 years)

Connect Canadian companies with foreign business opportunities.



Senior Vice President Ecosystem & Community

Virtustream

Jan 2012 - Aug 2013 (1 year 8 months)

(Merged with Enomaly Inc in 2012. Purchased by EMC May 2015 for \$1.2 Billion.)

- Market Development
- Open Source Engagement.
- Innovation Enablement.
- Entrepreneur in residence.



Founder & CTO

Enomaly Inc.

Jan 2003 - Feb 2012 (9 years 2 months)

(Enomaly merged with Virtustream Inc in February 2012. Virtustream was later acquired by EMC for \$1.2 Billion, May 2015)

Originally formed as an "Open Source Consultancy" the company focused on building scalable internet centric infrastructure for some of the largest companies on the planet.

Most notable for its work in pioneering "Cloud Computing," it was among the first to both build and coin the term "infrastructure as a service" with the release of the Enomaly Elastic Computing platform (ECP/enomalism) in 2005, a full year previous to Amazon's launch of EC2.

Customers included;

Deutsche Bank, Oppenheimer Funds, Morgan Stanley, JP Morgan Chase, NBC/Universal, MGM/Metro-Goldwyn-Mayer Studios, ADP, Business Objects / SAP, Intel, France Telecom / Orange, Omnicom Group/TribalDDB, United States Government, Canadian Government, Korea Telecom / KT Corporation, NTT, China Telecom, Bridgestone, The Planet / SoftLayer, IBM, Cisco, PayPal, Bank of China, Best Buy, Amazon.com (AWS), Rackspace, AT&T, Ashoka / Changemakers, and many others

Reuven started the company and drove the direction and vision for almost 9 years.



Founder

Enomaly China

Jan 2011 - 2012 (1 year)

Enomaly China is a joint venture formed in 2011 and funded by the People's Republic of China and the Infinity Private Equity Fund, the world's leading cross-border, Chinese focused management group with 10 billion RMB under management through 17 funds in China.

The company focuses on providing cloud computing products and service to the Chinese market.

(Enomaly Inc was acquired by Virtustream in 2012)



Mentor (Volunteer)

Futurpreneur

Apr 2007 - 2011 (4 years)

Advised young entrepreneurs with great ideas get their businesses off the ground.



Board of Governors (Volunteer)

TECHNATION

Oct 2006 - 2011 (5 years)

Board of Governors Information Technology Association of Canada (ITAC),



Board of Advisors (Volunteer)

Seneca

Sep 2006 - 2011 (5 years)

Helped guide the direction of Technology for the college.



Industry Advisor

U.S. Federal Chief Information Officers (CIO) Council

Jul 2009 - Jul 2010 (1 year 1 month)

Strategic advisor, helped draft NIST Cloud Computing definition and GSA Cloud First Policy



Strategic Advisor, Cloud Computing Strategic Advisory Council

Sun Microsystems

Sep 2008 - Jan 2010 (1 year 5 months)

In 2008 Sun Microsystems created a Cloud Computing Strategic Advisory Council focused on establishing a select team of industry leaders to help Sun determine the future direction of cloud computing. The focus of the group of industry influencers included consulting future direction of Sun's cloud computing offerings.



Founder & CEO

Enomaly Inc.

Jan 2004 - Mar 2009 (5 years 3 months)

Founder and Chief Executive.



Strategic Advisor (AWS Advisory Board)

Amazon Web Services (AWS)

2006 - 2007 (1 year)

In the earliest days of cloud computing, Amazon.com assembled a team of industry leaders to advise the company on its nascent cloud platforms. Reuven was a member of the very first Amazon Web Services advisory board.



Founder & CEO

Graphic Substance

May 1999 - Dec 2001 (2 years 8 months)

Based in NYC, the company focused on building video streaming and rich media portals for some of the earliest web media companies during the first dotcom bubble.

Customers included;

MTV/SonicNet - Among the first music streaming services.

Healthology - An early producer and distributor of physician-generated medical and health information on the Internet.

iClips - A provider of Web-based streaming video messaging services.

Napster - A pioneering peer-to-peer file sharing Internet service.

eSpeed Inc., a subsidiary of Cantor Fitzgerald, is the leader in developing and deploying electronic marketplaces and related trading technology.



Junior Art Director & Graphic Designer

The CCL Group (Colour)

Jun 1998 - May 1999 (1 year)

Worked as a Junior Art Director & Graphic Designer with a focus on "New Media" for a medium size advertising and brand agency.



Freelance Web Developer

1991 - 1998 (7 years)

While in middle school and high school, I worked as a freelance web developer and designer for some of the earlier web properties.

Projects included;

AOL - In February 1991, AOL for DOS was launched using a GeoWorks interface followed a year later by AOL for Windows.

1991 - Sierra Online ImagiNation Network (INN), aka The Sierra Network (TSN) and CyberPark, was an early online multiplayer gaming system.

1996 - Bolt.com, It was among the first social networking sites to appear on the Internet.

Education



Executive Education / Stanford Graduate School of Business

The Hasso Plattner Institute of Design, The d.school (Innovation)

2015 - 2015

Empathy and experimentation. Inspiration and ideation. Design Thinking Bootcamp is a dynamic mix of short instructional lectures, demonstrations, and guided, hands-on teamwork.

In this program, which has a 5-to-1 student-teacher ratio, you'll learn the elements of the user-centered, prototype-driven design thinking process from world-renowned d.school faculty and trained coaches.

Skills

Cloud Computing • Strategy • Start-ups • Entrepreneurship • Virtualization • Data Center • Mobile Devices • New Business Development • Infrastructure • Global Business Development

Honors & Awards



OpenAI Alpha Tester (Volunteer Position) - OpenAI

May 2022

Part of the first group of Alpha Testers. Codex (May '22) GPT-3.5 (Nov '22) GPT-4 (Feb '23) Plug-in Alpha (April) --

Cloud Computing Pioneer - InformationWeek

Jan 2012

"Cohen was an early, tireless advocate for the cloud, appearing on panels and as a speaker at industry events. He also performed a peer review of the drafts of the NIST definition of cloud computing. "



MIT Technology Review Names Reuven Cohen in Key Players in Cloud Computing List - MIT Technology Review

Aug 2009

The founder and CTO of Enomaly, which develops software to help companies create and manage cloud systems in their data centers, Cohen was instrumental in proposing the Open Cloud Manifesto, calling for interoperability standards among cloud providers. The recent proposal has sparked a heated debate in the industry.