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Key Takeaways

Crafting, building and managing a series of leading-edge digital products and services
CTO, CIO, Head of products for over 20 years leading small and large national and offshore teams
VC firm partner, corporate M&A experience
A design sense honed working for Steve Jobs

- Rolling out MDM data governance globally – Sanofi
- Brought to market a new PaaS Cybersecurity Analytics product for Enterprise customers – PwC
- Running end-to-end systems for Fintech consumer lending – Concord Advice
- Multi-platform apps and SaaS system for over 100 titles from magazine publishers – F2F660 Digital
- Over 50,000 downloads of Inflight Reader geo-coded app for travelers – F2F660 Digital
- Over 250,000 downloads of entertainment apps for music and celebrity fans – WorldLive Mobile
- Over 50,000 downloads of Authors app for book discovery – WorldLive Mobile
- Zedge Mobile content site that has scaled to 40 million users – IDT
- CTO/VP Prod Mgmt for VoIP joint venture with Cisco – IDT
- VC partner with several exits – Israel Seed Partners
- As CTO built/launched iVillage sites and technology team (bought by NBCUniversal) - iVillage
- CIO for Perot Systems multinational IT services firm (bought by Dell) – Perot Systems
- Manager at Steve Jobs' NeXT coordinating research and education including the WorldWideWeb – NeXT (bought by Apple)

Professional Experience

Sanofi   *(2018-Present)*
Consultant
Rolling out global data governance for Master Data across the organization and its regions for Sanofi, a pharmaceutical giant with approx. $40 Billion annual revenue and over 100,000 employees. Leading MDM projects and introducing the Collibra platform to the company. Coordinating with global SAP and Workday projects and integration, as well as Informatica IDQ for data quality and data cleansing.

PwC   *(2017)*
Consultant
Drove rollout of Secure Terrain - a new Platform-as-a-Service Cybersecurity advanced analytics and threat intelligence offering to Enterprise clients, with complementary Managed Services offerings. Served customers, sales and products teams. Key point-of-contact managing Google relationship.

Concord Advice   *(2015 – 2016)*
Chief Technology Officer

CTO and led product management for a boutique Fintech company offering consumer loan products, operating and improving a full suite of proprietary systems including lead processing, underwriting, modeling, business intelligence and data analytics, loan management and CRM SaaS services. Migrated, stood up and operated an integrated international 3rd party call center, while managing a distributed development team in an Agile environment, across technologies and platforms including Windows .NET, Linux, C#, Java, R and SQL Server. Rolled out Tableau business intelligence software for reporting and analysis.

F2f660 Digital Inc.   *(2013 - 2015)*
Chief Technology Officer and Partner
As **CTO** led the development, deployment and operations of the magMaker digital publishing SAAS platform for creating iPhone, iPad, Android tablet and smartphone apps that usher traditional media into the next era of publishing, with dozens of magazine apps already on the market. The platform includes a publisher portal that integrates intake, workflow and analytics into a single user-friendly environment. The first spin-off product was the Inflight Reader app - available on all major tablets and smartphones – that lets consumers read magazines and book excerpts for free when they travel through airports, bringing the old print model into the new digital age. Another product is EZ WaitingRoom, with a similar model for doctors' waiting rooms. Both apps incorporate beacon support and a corresponding back-end marketing dashboard for features such as special offers.

WorldLive Mobile Inc.   *(2009 - 2013)*
As **CEO** and **Co-founder** of this publisher of mobile applications, led business strategy and product design for a suite of mobile applications that cover music, TV and film as well as ecommerce verticals, with over 300,000 downloads of the apps so far. Directed development of both an application code base that enables rapid rollout of new vertical offerings, as well as a powerful back-end Content Management System offering a range of options for both powerful promotional messaging as well as targeted customized mobile advertising. The product offering expanded to the rollout of author apps for the Kindle Fire tablets, NOOK tablets, and Google Nexus tablets in addition to other Android tablets. These apps target the book publishing industry with apps for fans of best-selling and self-published authors. In addition, an Author Dashboard cloud-based service provides a single platform for authors to manage their social media and online presence. Worked closely with authors, publishers such as Simon & Schuster, and industry partners such as Barnes & Noble.
WorldLive Mobile is in strategic acquisition talks.

IDT Inc. (NYSE-traded Global Telecommunications and Media Company)   *(2000 - 2008)*
As **Chief Technology Officer** for IDT's Internet Mobile Group, served on Strategy Team for IMG properties focusing primarily on Zedge – the leading mobile user-generated content and community website. Established and manage operations, vendor/partner integration, and feature development by multinational internal team and outsourced firms. Grew site from 2 to over 10 million registered users and millions of pieces of content, while more than tripling unique visitors (which rose to 45 million unique users per month). Oversaw the design, development and launch of new content areas such as mobile games and videos, new social networking features, new community tools such as Audio/Video chat rooms and one-to-one A/V IM, VideoMail, and new Flash-based creative tools. Designed and successfully executed full site upgrade and rearchitecture. Built technology staff from 1 to 15, directed SEO efforts, and managed relationship with server hosting provider. Rolled out complete site redesign and major functional enhancements.

As **Senior Vice President, Information Security and Business Continuity**, served as de facto Chief Security Officer. Created IDT's Information Security Department, directing corporate InfoSec policy, enforcement, security systems deployments and incident response.   Directed initial and ongoing compliance for Sarbanes-Oxley IT requirements, Payment Card Industry standards, and EU Data Privacy Directives. Monitored and analyzed IDT's eCommerce systems across multiple lines of business.

Delivered comprehensive direction and planning for the continuity of operations for IDT's global family of companies. Built a corporate Business Continuity Plan while working with major Business Units on their Emergency Management and Disaster Recovery planning. Created Emergency teams, plans and processes while coordinating physical security across worldwide IDT locations. Conducted a Business Impact Analysis analyzing key processes and systems across the company.

Member: ASIS, OSAC, HSIN-CI, NYECTF, NJ IAC, Newark LEPC

As **Chief Technology Officer and VP Product Management** for Adir Technologies (a joint venture of Cisco and IDT's Net2Phone), led the definition, development, and release of award-winning VoIP software solutions managing a distributed staff of 95 developers, enhancing the core product offerings, integrating with best-of-breed technology partners such as Micromuse, and working closely with Cisco on large-scale joint product development. Built and managed full product management and marketing team with P&L responsibility, and led product branding, product introduction, marketing rollout, and sales training. As first non-founder executive brought in to the company, led hiring and operations to grow Adir from 12 to 160 employees. Led Due Diligence and acquisition process to acquire publicly-traded NetSpeak Corporation (previously Cisco's leading VoIP software partner). When Adir was absorbed into Net2Phone as the foundation of its Cable Telephony offering, successfully established Net2Phone as partner with CableLabs, the Cable industry's standards organization, and worked closely with cable companies rolling out voice over high-speed Internet services.

drspock.com   *(1999 - 2000)*
Chief Technology Officer

As first non-founder employee, directed technology strategy and delivery for this e-health company. Led creation of site information architecture, including rich media. Oversaw creative work for content design and advertising partnerships, as well as brand extensions. Established product definition for content syndication to nationwide hospital chains and healthcare delivery organizations. Established and managed relationships with outsourced development partner for site creation, as well as with Loudcloud for site hosting services. Implemented Vignette platform for back-end content creation system and page delivery, while successfully establishing Vignette as a Loudcloud-supported offering. Performed vendor evaluation and selection for e-services utilizing chat platform integrated with eCRM systems.

Neta4 Ltd.   *(1998 - 1999)*
Co-Founder/Chief Technology Officer

Co-founded and managed growth of this Internet ASP/software firm which developed technology that enabled email to be used to conduct rich web content delivery and secure e-commerce. Performed full range of entrepreneurial activities including: raised financing with venture capital firms in Israel and U.S.; refined business model; set up new offices; traveled overseas to sign up partners; launched product on-stage at Internet Showcase 99; and worked with legal, accounting and executive recruitment teams in Israel and U.S.

Hired full development team, designed and architected product, managed product development and prepared initial beta release to pilot trial partners. Hired VP of R&D and brought in U.S. CEO. Member of Board of Directors. Company raised approximately $2.5 million and received buyout offer from leading publicly traded Internet firm.
Israel Seed Partners led Neta4's Series A funding.

Israel Seed Partners (The Leading Early Stage Venture Capital Firm in Israel)   *(1997 - 1998)*
General Partner

Evaluated companies for investment; performed due diligence; negotiated investment agreements; assisted companies' management teams with recruiting, product development, product strategy, marketing strategy, business development and raising additional funding. The portfolio focused primarily on high-technology companies in software, hardware, and biotech. Successful subsequent exits of companies focused on include Menta (acquired by GraphOn), Banter (acquired by iPhrase/IBM) and XACCT (acquired by Amdocs).

iVillage, Inc.   *(1996 - 1997)*
Chief Technology Officer

As first CTO directed company-wide production and technology strategy, planning and operations, and oversaw production tools, systems and methodologies, for creating multiple cross-platform (America Online and World Wide Web) on-line communities covering Parenting, Careers and Health.
  - Built department from 1 to 16 full-time staff members.
  - Launched 3 full internally created Web/AOL sites with content and community (chat and message boards), while buying both an additional web site and an AOL site.
  - Crafted and launched sponsored content sites for advertisers.
  - Directed development of custom targeted advertising technology.
  - Established and directed development of chat service offering in partnership with iChat (which became Acuity), Netgravity, Informix and others.
  - Established Operations Infrastructure (including firewalls, 24x7 hosting, dial-in access, RAID).
  - Conducted production and technology benchmarking with industry innovators including CBS Sportsline.
  - Assisted in closing second major funding round of $21.5 million.
TCI Interactive was an early investor in iVillage.

TCI Interactive (TCI's New Media Investment Group)   *(1994 - 1996)*
Vice President, Multimedia Services

Served as General Manager for the launch of a new joint venture to create a consumer health Internet company in partnership with NBC. Managed the design and development of a next-generation, Web-based business, as well as strategic relationships with publishing, eCommerce and corporate partners. Also directed strategy relating to on-line joint ventures and partnerships for TCI Interactive, including evaluating companies for acquisition and investment, as well as participating in the definition and creation of @Home.
Managed business development activities including sales, marketing and in-house project development, and coordinated business development, design/production, engineering and web hosting teams for the AND Interactive multimedia division of TCI Interactive. Grew the division from 15 to over 100 people, hired key management personnel and established basic management processes and infrastructure.

Projects included work for Rock The Vote, Fox Sports and pioneering web media properties such as Disinformation (disinfo.com) and Candidate 96.

Perot Systems Corporation (A Systems Integration, Consulting and Outsourcing Company)   (1992 - 1994)
Chief Information Officer

Oversaw more than 50 people across several U.S. offices and a $6 million budget, directing over $20 million in IT spending for Perot Systems, a company with over 2000 employees and over $300 million/year in revenue. Integrated and managed corporate technology infrastructure organization and technology direction.

- Introduced full Internet connectivity and Intranet services to company.
- Formed the information services group, creating a corporate information knowledge base, eliminating duplication and consolidating costs.
- Improved infrastructure reliability and service delivery quality, while standardizing cross-platform LAN environments and improving user education.
- Established central 24x7 Help Desk and local site support teams.
- Reengineered technical and financial group methodologies.
- Implemented an X.400-based e-mail backbone linking U.S. and Europe.

Director, New Media Practice

Led Perot System's New Media practice, which focused on the Internet and on-line services, multimedia technologies and user interface design. In addition, led regional business development efforts, served as liaison with PSC Advisory Board members, tracked new technologies and key industry companies, evaluated companies for acquisition, and consulted to strategic customer accounts.

Argonne National Laboratory (A U.S. Government National Advanced Research Laboratory)   (1991 - 1992)
Research Analyst

Designed next-generation worldwide collaborative communication systems and situation analysis modeling systems for governmental organizations, including the U.S. Joint Chiefs of Staff and the U.S. Air Force. Performed object-oriented design, systems analysis, software prototyping and development.

Independent   (1990 - 1991)
Independent Consultant

Developed multimedia information products for The New Republic and other publishers. Consulted to a range of corporations, educational and research institutions on advanced multimedia and network technologies. Taught object-oriented design and development at the University of Illinois.

NeXT Computer, Inc.   (1988 - 1990)
Academic Development Manager

As central contact and advocate within NeXT for Higher Education, served both student and faculty software developers and researchers as an evangelist and project manager for academic development projects, including the original World Wide Web created by Tim Berners-Lee. Served as multimedia evangelist for both commercial and academic developers. Performed product demonstrations and delivered sales presentations, workshops and seminars. Designed, planned and managed the NeXT

Technology Exhibit at the EDUCOM conference. Created and managed production of the NeXT Academic Project Directory.

Developer Support and Training

Provided developer support services to strategic software developers including Adobe and Lotus. Taught NeXTstep development classes. Responsible for management, organization, and set-up of the developer training classes.

Lachman Associates, Inc. (A Systems Consulting Group and Software House)   *(1985 - 1988)*
Senior Consultant

Specialized in networking and communications software systems and applications. Developed and shipped software products and delivered project work for clients in the computer and financial sectors such as Apple Computer, Sun Microsystems, O'Connor & Associates (now UBS), and ETA Systems. Delivered sales and marketing seminars and workshops. Highlights include product development of Network File System (NFS) and TCP/IP, and management of supercomputer network system software project.

Hewlett-Packard   *(1985)*
Member of Technical Staff

Joined internal "startup" group within HP Labs designing a next-generation personal computer. Ported, ran and managed system testing and verification suites, as a member of the Operating System team. Worked for management team that later founded TiVo.

AT&T Bell Laboratories   *(Summer 1984)*
Member of Technical Staff

As summer associate, performed research in new application development tools and methodologies.

University of Illinois at Chicago - Academic Computer Center   *(1982 - 1984)*
Systems Staff

Worked as systems and application consultant to students and faculty. As systems programmer, developed and supported major mainframe system functions.

<u>Education</u>
University of Illinois at Chicago   *Fall 1981-Fall 1984*
Bachelor of Science in Mathematics and Computer Science