

Matthew Genovese

417 Carismatic Lane · Austin, Texas 78748

512.292.1410^h | 512.240.2811^m | matt@mattgenovese.net
www.mattgenovese.net

Strengths & Interests

Object-oriented software development, website development, online community building

Technical Skills

HTML, CSS	C, C++	Drupal CMS Administration
Java, Eclipse IDE	CVS Revision Control	Windows, Linux
PHP, Perl	Shell Scripting	Technical Writing

Professional Experience

2007 – 2012

Founder and CEO · Door64, Austin, Texas.

- ❖ Founded Door64 to serve the Austin-area technology professionals through a community website and high-value in-person events. Attracted clients like Samsung, eBay, Oracle, PayPal, AT&T, Freescale, Rackspace, Texas Instruments, and many more.
- ❖ Self-taught expert in Drupal Content Management System administration, HTML, CSS, Drupal theming, migration, and PHP module development for Drupal. Managed an outsourced Russian team for additional code development.
- ❖ Designed and developed Drupal website features including forums, blogs, job board, enhanced user profiles, connectivity with newsletter service, user-managed calendar, Google map-node integration, and more.
- ❖ Over five years, successfully marketed and grew the Door64 membership to 30,000 local technology professionals, and was recognized as the largest Business and Networking organization by the *Austin Business Journal* for two consecutive years (2011-2012).
- ❖ Growing to a paid staff of four, Door64 hosted over 100 events including focused job fairs, networking happy hours, SXSW™ Interactive events, technical conferences, and tech-focused meet-ups.
- ❖ Routinely recognized and interviewed by print newspaper articles and online blogs, and regularly asked to give talks and participate in panels concerning topics like career issues, and how to start and grow online communities, especially using Drupal.

2009 – 2011

CEO · JobCannon, Austin, Texas.

- ❖ Joined JobCannon team to help design and refine a software tool to help job seekers manage their job search process and progress.
- ❖ Gathered user requirements, translated into features and written specification, and managed the software development team's efforts. Application written in *Grails* (Java-based framework).
- ❖ Created and managed marketing website, including design, wireframes, copy, graphic design, and implementation in Drupal.
- ❖ Created training program and oversaw class for new JobCannon users to encourage adoption.

2006 – 2009

Software Architect and Developer Consultant · The Learning Labs, Inc., Austin, Texas.

- ❖ From concept to implementation, designed a stand-alone Java GUI application using Eclipse and SWT to create a rich-client platform application intended for students and professors in a university educational environment.
- ❖ The overall solution was a combination of hardware and software. Architected all software, from the user-interface down to the drivers that communicate with external hardware.
- ❖ Managed two off-shore development teams who implemented driver, firmware, licensing, and installation development.

Additional Tenures

2002 – 2009

VLSI Design Verification Engineer · PowerPC Design Center, Freescale Semiconductor, Austin, Texas.

- ❖ Developed all memory BIST verification IP for directed and random testing; authored and executed verification plan on PowerQUICC-3 SoC's in simulation and hardware emulation.
- ❖ Pioneered use of SystemVerilog Assertions (SVA) in PowerPC core verification IP.
- ❖ Integrated PowerPC core and SoC test benches for directed-random system testing of a new SoC design. Required constant communication with colleagues around the world, and included international travel.
- ❖ Created a directed-random test environment to verify coherency of a PowerPC core L1 cache in an SoC. Made extensive use of random instruction set generation tool as stimulus.
- ❖ Executed block-level and system-level verification of complex arbiters for the system bus and PCI bus, testing specifically for system-wide deadlock scenarios.
- ❖ Developed multiple types of verification IP, including protocol monitors, response checkers, drivers, and coverage checkers using Verilog, C++, Vera, and SVA.
- ❖ Upon own initiative, created a bus arbitration modeling simulator in C++ to evaluate performance of various arbitration algorithms.
- ❖ Authored customer programming application notes, and presented technical talks in academic settings.

1998 – 2002

Product & Test Engineer · Motorola, Austin, Texas.

- ❖ Designed and executed experiments, and authored reports on the MPC860 SoC to increase fabrication and final test yield, outgoing quality, and reliability of the device in the field.
- ❖ Device characterization experiments on multiple projects often resulted in increased sales for higher performance chips.
- ❖ Debugged bring-up, production, and customer issues on testers, both in wafer probe and final test.
- ❖ Responsible for new hardware evaluation, test program debug, and all aspects of device qualification and reliability testing.
- ❖ Mentored and trained all junior engineers after rising to level of senior engineer, and routinely called upon for expert advice for fabrication, assembly, and final test issues.
- ❖ Authored formal reports and data sheets, as well as tutorials for internal evaluation of engineering experiments.
- ❖ Traveled to Malaysia and China to debug production problems or to bring up new devices.
- ❖ Self-enrolled in night class to become more knowledgeable in modern wafer fabrication processes, directly impacting debug of fabrication-related problems.

Education

M.S. Electrical Engineering, December 2005 (GPA: 4.0 / 4.0)

The University of Texas at Austin, Austin, Texas

Project & Report: *A Tool for Dynamic Data Capture and Visualization in Heterogeneous Simulation Environments*

Object-Oriented Design & Programming in C++, 2002

Ten week immersive course, Glenn Downing, Professor, The University of Texas at Austin

B.S. Computer Engineering, November 1997

Rochester Institute of Technology, Rochester, New York

Senior Project: *Real-time Autonomous Laser Tracking System (custom-made)*

Professional Affiliations

Member, Institute for Electrical and Electronics Engineers (IEEE)
Advisory board member, Rochester Institute of Technology (RIT) Department of Computer Engineering

Professional Network

I have established relationships with key individuals at the following organizations:

Austin Chamber of Commerce	Central Texas Angel Network	St. Edward's University
Austin Community College	City of Austin Economic Development	Tech Ranch Austin
Austin Java Users Group	Door64	Texas Office of the Governor
Austin Technology Council	Goodwill	Texas State Technical College
Austin Ventures	Houston Technology Center	Texas Workforce Commission
Campus2Careers	IEEE	University of Texas at Austin
Capital Factory	Skillpoint Alliance	Workforce Solutions

Speaking

Speaker, "Building Community: Lessons from Door64". Various engagements, Austin, Texas (2010-2011).
Speaker, "Using Drupal for Community Websites". PubCon South, Austin, Texas (2011).
Panel moderator, "Community Management". Interactive Austin 2009 Conference, Austin, Texas (2009).
Panelist, "The Art of Networking". Society for Women Engineers, Austin, Texas (2009).
Panelist, "Consumer and Community Generated Content". PubCon South Conference, Austin, Texas (2009).
Guest speaker, "Networking – The Missing College Course". Multiple universities (2009).
Guest lecturer, "Driver Development". Embedded System Design graduate course, The University of Texas at Austin, Austin, Texas (2008).
Guest speaker, "Functional Verification Methodology at Freescale Semiconductor". IEEE Computer Society, Rochester, New York (2006).

Publications

M. McDermott, M. Ravel, M. Genovese, "A Design Engineering Education Platform for SYSTEMatic Learning" (poster). Presented at the IEEE International Conference on Microelectronic Systems Education, San Diego, CA (2007).
M. Genovese, "A Tool for Dynamic Data Capture and Visualization in Heterogeneous Simulation Environments." Report detailing tool created during Masters program at The University of Texas at Austin (2005).
M. Genovese, "A Quick-Start Guide for Learning SystemC." Tutorial presented at The University of Texas at Austin as culmination of an independent study (2004).
M. Genovese, "A Modular Approach for Data Extraction Using Perl," Teradyne Users Group Conference 2001, San Antonio, Texas (2001).