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## ED PATRICK

email: [me@edpatrick.com](mailto:me@edpatrick.com) **Profile**

Innovator with over 15 years of experience in design, development, and marketing of mobile and Internet applications and services. Deep knowledge of iOS, Unix, and Internet services.

### Experience

#### **CTO, JetcoVision (Delco Asia), Hong Kong — May 2006 - Present**

Designed, and managed development of, proprietary technologies that expanded product offerings and drove growth. New technologies included transactional monitoring software and hardware to detect systems failure or quality degradation and notify operational staff. Systems used an iOS user interface and Unix backend.

New technology improved quality, allowing Jetco to provide QoS that exceeds industry standards. Company was able to expand out of Hong Kong and became a significant player in the growing Chinese market.

JetcoVision provides high resolution video and audio presentation systems to Cinemas in Hong Kong, Macau, Taiwan, and Main Land China. Delco Asia provides cable, wiring, and peripherals for Telecommunications, and Broadcast & Consumer Television. Customers include PCCW, TVB, and major Cinema companies throughout China.

#### **Vice President of Marketing Technologies, eFax, Los Angeles — 2003 - 2006**

Designed the LCM (Life Cycle Management) system that was responsible over \$15 million in incremental revenue per year. LCM drastically improved customer upgrade, usage and customer retention numbers at eFax.

Authored US and EU Patents based on the LCM system. Managed the team that did the content authoring, database and system administration to implement LCM. Managed direct ad sales dept. responsible for \$3 million per year in revenue.

Reported directly to the Chief Marketing Officer and later President.

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### **President, M4Internet, San Mateo & Los Angeles — 1999 - 2006**

Founded M4Internet to provide SaaS (Software as a Service) email marketing tools. Designed M4's core technologies include a high performance MTA (mail transfer agent), response tracking technology, LCM (Life Cycle Management) system, and web based user interface. Managed development, marketing & sales, and Internet operations.

M4 was at the leading edge of ASP email solutions. M4's tools empowered companies to manage all aspects of their email marketing, including database management, email campaign development and deployment, online surveys, and analysis.

M4's technology attracted customers like: NBCi, eFax, Merit Direct, AllBusiness, Bigfoot Communications, ePocrates, and major banking/financial and medical corporations.

In 2003, negotiated the sale of M4 to j2 Global Communications

### **Senior Director of Internet Services, eFax, Menlo Park — 2000 - 2003**

Established new customer database system to record all user actions and mine that data for useful information. In parallel, established online marketing campaign system for customer retention and upgrades.

Managed the teams responsible for online marketing, partner advertising, and Internet operations. Online marketing was responsible for approximately \$5 million per year, and partner advertising \$1.5 million per year.

Migrated eFax data onto the early M4 platform for all non-fax emails.

Reported to VP of Operations and later to Chief Marketing Officer.

### **Unix Sys Admin, Higher Colleges of Technology, Abu Dhabi, — 1997 - 1999**

Designed, built and administered Internet services to support staff and students at 11 colleges across 5 cities. Systems were built using Solaris Unix on Sun Microsystems hardware, and Cisco IOS on Cisco hardware.

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## Patents

### REAL TIME CUSTOMER SERVICE ASSISTANCE USING COLLECTED CUSTOMER LIFE CYCLE DATA.

United States 7,720,690, Issued May 18, 2010

### METHOD AND APPARATUS FOR AUTOMATICALLY PERFORMING AN ONLINE CONTENT DISTRIBUTION CAMPAIGN.

United States 7,296,026

### VARIATION OF IMAGE CONTENT IN ELECTRONIC MESSAGING PROTOCOL MESSAGES.

Europe EP1779254 A4, Issued February 25, 2009

## Skills

iOS design and development:

Designed and developed iPhone and iPad apps to work with custom hardware (through Bluetooth LE, WiFi, and wired connections). Apps communicated with server applications and provided near real-time mobile access to critical data.

Objective-C, Xcode, PaintCode, Pixelmator, Git, MVC, UIKit, CoreData, CoreBluetooth, CoreLocation, many other Core services.

Product design and prototyping:

Unix architecture, development, and administration: Designed and developed high performance unix-based applications. Strong knowledge of Unix, development tools and languages. Solaris (and other flavors of Unix), gcc, apache, mysql, C, perl, php, sed, awk, etc.

Bachelor of Science in Computer Science. Further information upon request.

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