Jay Cuthrell

Senior Manager, Office of the CTO at VCE

sales@cuthrell.com

Honors and Awards

Speaking (partial list):

Montana Government IT Conference 2013
Cloud Connect OpenStack 2013
Montana Telecom Conference 2013
CG ITG Tech Expo 2013
Gartner Symposium/ITxpo EMEA 2012
IDC US EMEA 2012
EMC Forum Saudi Arabia 2012
VMworld US Service Provider Cloud Panel 2012
CIO Latin America Summit Brazil 2012
Cloud Services Summit 2012, 2011
NTCA 2012, 2005, 2004, 2003
SxSW Interactive 2011, 2010, 2009
Ignite Raleigh 2010
OPASTCO 2010
IP Possibilities 2010, 2009, 2008, 2007
NCTIA and TCI 2009, 2004
NeoNova Summit 2009, 2007, 2005, 2004, 2002
TANE 2009
TelcoTV 2009
Atlanta Telecom Professionals 2009
NTCA Wireless Symposium 2009
Wireless Technology Forum 2008
EC-EXPO 2006
Siemens/Myrio Conference 2005
Nortel Affiliate User Group 1998, 1997

Summary

I have been riding the rocket at VCE since 2010... What is it like?

Amazing!

In a nutshell, I am a technology strategist and business leader possessing tactician chops to back it up... and the

frequent flier miles to show for it. My professional life is marked with senior roles at companies where I straddle the line of development, operations, and rewarding travel to both close business and revisit my customers as their trusted advisor. I have grown and developed rockstar teams of software, systems, and sales engineers along the way.

Most recently, I formed my own consulting practice, cuthrell.com, before joining VCE. My practice delivered trusted advisory support to service providers, investment groups, and startup companies.

Previously, I held CTO, VP, and GM roles at Hosted Network, Digitel and NeoNova (an Azure Capital and Bridgescale Partners portfolio company now part of NRTC) working with service provider customers all over the US. My years consulting at Scient (formerly iXL now Publicis) gave me the chance to work both domestically and internationally with Fortune 500 and .com companies after working at Nortel with service providers.

Advice for contacting me is available on my full profile as well as on my blog.

Publications

blog.vce.com
VCE   2013
Authors: Jay Cuthrell

  The VCE blog publishes timely content surrounding VCE in addition to updates on topics such as channel evolution, data center infrastructure convergence, continuing innovation, data center infrastructure management, industry technology trends, and industry events.

The Backup Window
EMC   2013
Authors: Jay Cuthrell

  The Backup Window blog, by EMC, publishes timely content that offers a holistic view of the data mobility and data protection landscape.

ReadWriteHack
ReadWrite   2010
Authors: Jay Cuthrell

  ReadWriteHack is a channel within ReadWrite that explores the ever expanding role of APIs and cloud services that promote easier and faster ways to develop applications.

Telecompetitor
Pivot Media   2010
Authors: Jay Cuthrell

  Telecompetitor is a daily blog devoted to the increasingly competitive service provider landscape and related telecom concerns.

Experience

Senior Manager, Office of the CTO at   VCE
April 2014 - Present (2 months)

Making Vblock dreams come true daily...

Leadership of the outbound team within the Office of the CTO for the Americas. Within the Office of the CTO we coordinate with with Global SP/SI/ISV Alliances, R&D, and Competitive Intelligence teams.

Additionally, the Office of the CTO is a part of several cross functional teams that assist with roadmap and futures planning, product management, product marketing, field enablement, M&A, corporate development, trade events, conferences, industry analyst relations, and proof of concept projects.

If you are a startup working in Data Center Infrastructure Management, OASIS SCA / TOSCA, DMTF OVF / CIM / CIMI, OGF OCCI, and/or ODCA PEAT please see my contact information section to get in touch with me.

Are you a highly talented and motivated data infrastructure professional? Do you want to ride the rocket? Let's find a way to meet and connect. See my contact preferences for details. You can also see a current listing of talent needs at VCE by going to unicornjockey.com

Advisor at   Racemi
May 2013 - Present (1 year 1 month)

Consulting, advising, and assisting senior executives and the Board with strategy, product development, technology, sales and marketing, establishing strategic relationships, funding, mergers and acquisitions, conferences, webinars, client relationships, and other similar and related activities.

Advisor at   AwayFind
March 2010 - Present (4 years 3 months)

Consulting, advising, and assisting senior executives and the Board with strategy, product development, technology, sales and marketing, establishing strategic relationships, funding, mergers and acquisitions, conferences, webinars, client relationships, and other similar and related activities.

1 recommendation available upon request

Office of the CTO at   VCE
May 2013 - March 2014 (11 months)

Extensive global travel! Explosive sales growth!

Since relocating to Las Vegas I've been working with a growing global outbound team within the Office of the CTO. Within the Office of the CTO we coordinate with with Global SP/SI/ISV Alliances, R&D, and Competitive Intelligence teams.

Office of the CTO at   VCE
May 2012 - May 2013 (1 year 1 month)

Extensive global travel! Explosive sales growth!

Global outbound focus on SP/SI/ISV and Global Alliances for Office of the CTO at VCE with an emphasis on solutions futures based upon judicious amalgams of VCE investor portfolio technologies, features, enhancements, internal and external initiatives, R&D, M&A, corporate development, and a suitable dose of all things [redacted].

Rockin' and rollin' and what not, obscure sub-references, having lots and lots of fun...

Global Partners and Alliances at   VCE
November 2011 - May 2012 (7 months)

Extensive global travel! Explosive sales growth!

Global Partners and Alliances - Service Providers (SP), Systems Integrators (SI), Independent Software Vendors (ISV) as follows:
- VCE Strategic Accounts
- VCE Executive Briefing Center (EBC), Cisco EBC, EMC EBC, VMware EBC, and VCE Technology Alliance Partner EBC
- VCE Customer Advisory Board
- Speaking and representing VCE for SP/SI/ISV events with VCE Marketing
- Champion for SP/SI/ISV specific initiatives
- Business Development

Lead Principal vArchitect at   VCE
August 2011 - November 2011 (4 months)

Leadership of the Service Provider (SP) vArchitect team at VCE. Coordination with internal teams to deliver adjunct elements to Vblock solutions in SP and related markets. Support and leadership of the wider Systems Integrators (SI) and SP Sales teams at VCE. Support and leadership of the wider vArchitect community at VCE.

Service Provider + Media and Entertainment vArchitect Manager, Americas at   VCE
December 2010 - August 2011 (9 months)

Growing and developing the vArchitect team at VCE with an emphasis on helping service providers, media, and entertainment companies realize ubiquitous workload substrates in data centers. Global focus markets in primary support for Western Hemisphere and secondary support for Eastern Hemisphere.
1 recommendation available upon request

vArchitect at   VCE
October 2010 - December 2010 (3 months)

Principal Technology Consultant providing advisory services to service providers around the world that enable next generation data center workload substrates. Global focus markets in primary support for Western

Hemisphere and secondary support for Eastern Hemisphere.

VCE was founded by Cisco and EMC with investments from VMware and Intel.

Writer at   ReadWrite
August 2010 - October 2010 (3 months)

Contributing timely content to the ReadWriteHack channel of ReadWriteWeb. ReadWriteHack, sponsored
by the Intel AppUp Developer Program, is a resource and guide for developers. ReadWriteHack will outline
best practices for designing and developing applications. We will also provide examples of hacks and how
they work, to inspire you and show you what's possible.

Articles: http://readwrite.com/author/jay-cuthrell

Contributing Blogger to Telecompetitor at   Pivot Media
March 2010 - October 2010 (8 months)

Publishing of timely articles focused on impact of Web and related disruptive technologies to service
providers in competitive environments such as telcos, cablecos, wireless carriers, and DBS providers.

Articles: http://www.telecompetitor.com/author/jcuthrell/

Advisor at   TimeData Corporation
December 2009 - October 2010 (11 months)

Consulting, advising, and assisting senior executives and the Board with strategy, product development,
technology, sales and marketing, establishing strategic relationships, funding, mergers and acquisitions,
conferences, webinars, client relationships, and other similar and related activities. Assisted with market pivot
in early 2010.

1 recommendation available upon request

Managing Principal at   cuthrell.com
January 2009 - October 2010 (1 year 10 months)

Practice Areas:
- Strategic technology consulting services for service providers, startups, and investment groups
- Private consultation services and subject matter expertise for decision-makers at investment firms and
corporations.
- Angel investment and technical advisory roles for emerging technology companies.

Startup advisor activities:

[Exit] SFO based PacketIsland (acquired by Broadsoft October 26, 2009)
SFO based AwayFind (productivity message routing)
PDX based TimeData (service provider analytics)
ATL based i-Linc (green tech agriculture and scada telemetry)

ATL based Gomodo (StartUpWeekend location based service)

RDU based BarsForUs (StartUpWeekend discovery service)

Service Provider activities:

ATL, SFO, IAD, CLT, MIA, MSO, DFW, ILM, EWN, IND, and RDU based Broadband companies

RDU based Network security company

NYC and MSO based Consumer web companies

Investment activities:

Private consultation and investment analyst support for +30 clients both domestic and international

6 recommendations available upon request

Advisor at Packet Island Inc.

October 2006 - October 2009 (3 years 1 month)

Technical advisory role with duties including but not limited to providing niche subject matter expertise in service provider and operational considerations with respect to product design and strategy.

Packet Island Inc was acquired by BroadSoft. (see link from 10/26/09)

CTO at Digitel

October 2007 - January 2009 (1 year 4 months)

Technology leadership role. Catalyst for bridging business and technology concerns. Consulting role in matters relating to core business (Digitel on-premise and hosted IP-PBX solutions), network management considerations (Digitel Wireless), and emerging solutions (Digitel Hosted Network).

Day to day management of hosted and managed services and data center initiatives.

Provided sell-side support and consulting for the spinout of NeoNova Network Services from Digitel to Azure Capital Partners and Bridgescale Partners executed in early 2008. Satisfied and exceeded all earn out clauses.

2 recommendations available upon request

VP & GM at Hosted Network

April 2007 - July 2008 (1 year 4 months)

P&L responsibility for Hosted Network division of Digitel Corporation. Entrepreneurial role in FreedomPipe brand.   Growth of IP Centrex via Genband M6 platform via net new sales and management of legacy IP keysystem and IP PBX via Cisco Linksys One platforms.

CTO at NeoNova Network Services

August 2002 - December 2007 (5 years 5 months)

Technology leadership role. Conducts sales engineering process and technical sales support. Represents

NeoNova at trade events for rural ILEC, CLEC, and cable overbuilders. Manages professional services for NeoNova Affiliates. Responsible for various operations elements of the business.

Transitioned to CTO of Digitel (then parent company of NeoNova) to provide sell-side support and consulting for the spinout of NeoNova from Digitel to Azure Capital Partners and Bridgescale Partners executed in 2008.

7 recommendations available upon request

Manager of Software and Systems Engineering at   iXL

August 1999 - July 2002 (3 years)

iXL and Scient merged and are today known as Publicis

6 recommendations available upon request

Infrastructure Architect at   Scient

August 1999 - July 2002 (3 years)

iXL and Scient merged and are today known as Publicis

2 recommendations available upon request

Head of Internet Application Development at   Nortel Networks

May 1996 - August 1999 (3 years 4 months)

This was the department that allowed NeoNova Network Services to become a reality. The origin of this group is quite a good story in and of itself!

1 recommendation available upon request

Systems Administrator at   NCSU

January 1996 - April 1996 (4 months)

My first encounter with DEC Alpha 250/4-266's and SGI Indigo2-XZ's.

TCP/IP Benchmark Tester at   IBM

April 1995 - December 1995 (9 months)

Ah... the good old days... benchmark testing TCP/IP stacks, dealing with OS/2 Warp Connect and AIX installs on Intel and PPC servers, Sniffer/Dataglance traces, data reduction and analysis, the TCP/IP lab... a simple life.

Skills & Expertise

Cloud Computing
Data Center
Start-ups
Strategy
Team Leadership
Service Providers
Managed Services
Unicorn Jockey

Education

North Carolina State University
BS, Materials Science and Engineering, 1990 - 1995

Honors and Awards

VCE

Master Engineer, VCE, 2013
vExpert, VMware, 2013
Boldness Award, VCE, 2012

Digitel, Hosted Network, NeoNova

Founders Club, Digitel Corporation, 2008
Founders Club, Digitel Corporation, 2007
Excellence Award, Hosted Network, 2007
Founders Club, Digitel Corporation, 2006
Excellence Award, NeoNova, 2006

Scient, iXL

Golden Boot Award, Scient , 2002
Passion Award, iXL, May 2000

Nortel

Session Administrator, Internet World, 1997

IBM

IBM Co-op Y.E.A. (Your Effort is Appreciated) Award, IBM, 1995

School

US Department of Energy - High School Internship Program, Argonne National Laboratory, 1990
NASA Challenger Commander Michael J. Smith Scholarship, 1990
Teaching Fellows Scholarship, 1990
NROTC Scholarship, 1990

Certifications

Project Management Methods
Nortel   1997

Management Influence
Nortel   1998

Weblogic Server Administration

BEA   2000

NSA INFOSEC Assessment Methodology (IAM)

ISATRP   License http://www.isatrp.org/certified_list.php?w=IAM#C   2003

Secure Membership

InfraGard   2003

Class-5 Soft Switch OAM&P, Packet Interface Card for VoIP

Taqua   2004

Carrollton 5.0 VOISS, VOISS IP Centrex VoIP, Bedford 4.5 VOISS

VocalData   2004

Canopy Wireless Broadband Technical Training

Motorola   2005

Languages

English   (Native or bilingual proficiency)

Technical Gibberish   (Native or bilingual proficiency)

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Linked in.

27 people have recommended Jay

"Jay is a wealth of information on an incredible diversity of topics, and the more technical or conceptual a topic gets, the more Jay is in his element. He understands both the underpinnings of how things work and the business dynamics that push some technologies ahead. Working with Jay, I can go down any path and he'll have some real world perspective to lend, and I think my company benefits a great deal from this perspective. In addition, Jay regularly promotes my company at events, online, and in his personal use of our product. On multiple occasions he's championed us at events where we presented, and he's very active with feedback in all of our early betas. I can enthusiastically both endorse and recommend Jay as an advisor for any startup, and I really appreciate the work he's done with AwayFind thusfar."

— **Jared Goralnick**, *Founder and CEO, AwayFind*, worked directly with Jay at AwayFind

"I like being the dumbest guy in the room, and if it was just me and Jay in a room then that objective would be achieved. Not only is Jay intelligent and experienced but he's bloody funny too, great to work with. In today's world of information workers you need bright people who get on with others and encourage everyone to be that bit better by leading by example, giving others the drive to strive to shine in their own unique way: Jay does that to me and others I've met. Highly, HIGHLY recommended, I want him on my side in a war situation, riding his war unicorn firing rainbows at the enemy. Game on."

— **Steve Chambers**, *Senior Manager of SI, SP, and Channel vArchitects, VCE*, worked directly with Jay at VCE

"Jay serves as an Advisor to the Board of TimeData. In his capacity, his advice and assistance to the CEO and to me, as CFO of the Company, has been invaluable. He has also gone to bat for the Company on more than one occasion, and proves himself a valuable and credible sounding board on many issues before the Company, of both a technical and strategic nature. If you ever have the opportunity to add Jay to your team, in the words of Nike slogans passed… "just do it"!"

— **Parm Kang**, *Chief Financial Officer, TimeData Corp.*, worked directly with Jay at TimeData Corporation

"Jay has the mighty combination of business acumen and deep technical expertise. He is a very quick study and has the unique ability to not only design a technical business solution but also to place his hands in the toolbox to see that it gets done right. If a great technical consultant is a hired gun, then Jay is an aresenal."

— **Frank Williams**, was Jay's client

"I've had the pleasure of knowing Jay for several years. I was first introduced to Jay when he was CTO for NeoNova Network Services (we were the largest client at the time). I found Jay to possess the unique ability to develop a strategic agenda for helping our organization grow as well as the technical acumen to implement a tactical plan around that strategy. To this day I continue to periodically reach out to Jay for his thought leadership, insights and unmatched ability to develop cost effective real world solutions for challenges my organization faces."

— **Stephen Yusko***, VP Strategic Planning, FairPoint Communications*, was with another company when working with Jay at cuthrell.com

"When you're looking for the definition of tech-savvy in the dictionary- Jay's name should come up. Whatever the latest web or communications technology trend - Jay's on it. You can't stump Jay - but don't take my word for it - give him a call yourself."

— **Margaret Hines***, Owner, Inspire Marketing LLC*, worked with Jay at cuthrell.com

"I was very fortunate to work with Jay while he was the CIO at Digitel and found him to be the consummate professional. Not only does he have impressive breadth and depth of knowledge, but his commitment to his clientele and peers is exceptional. Jay is a world class expert in IT with expertise in all areas. What sets Jay apart in my opinion is his ability to combine tacit knowledge with his lightning fast understanding of the working environment in which he operates in, supports, or consults. I found him to be a great thought leader, contributor, and sometimes sparring partner for projects we worked on together. Lastly, key in Jay's background is not only his strategic technology advisory capabilities, Jay has"tactical experience to back up his recommendations, just not pie in the sky stuff". Top qualities: Expert, High Integrity, Creative"

— **John E. Overley,MBA***, VP of Sales & Business Development, Digitel*, worked directly with Jay at cuthrell.com

"Over many years Jay has consistently provided sound advice and strategy. His technology briefings and presentations are concise and information-dense but also intelligible and lively. Jay is highly responsive, insightful, and his breadth of experience gives him a basis for understanding your needs as a technology professional, whatever sector you operate in. Listen to him."

— **Steve Burnett***, Author, Self Employed*, was with another company when working with Jay at cuthrell.com

"Jay was on our corporate advisory board while we were building Packet Island to help redefine the cloud-based network management market. During our interactions, I cultivated great respect for Jay's skills as an unbiased technologist who is grounded in practical business reality. I consider myself an accomplished technologist and business entrepreneur, and feel that I am reasonably up to date with the latest trends in the industry - but every time I connect with Jay, I learn something new and essential to making our business even better. Whether it is about the type of delivery technology for our client software, or whose data centers have the best performance, or the security policies that are practical, or the pricing policies to use to compete in an evolving communications market, Jay has provided valuable guidance that I have immediately been able to incorporate into our business with great success. I am glad our paths crossed. I look forward to continuing to

tap into his expertise for our future needs."

— **Praveen Kumar**, *CEO, Packet Island Inc.*, was with another company when working with Jay at cuthrell.com

"Jay is a technology professional with deep insight into the telecommunications space especially things wireless including delivery and back office. I have interacted with Jay in a business environment and at various technology events. in every case Jay demonstrated his understanding not just of the technology but also the longer term implications and applications."

— **Mel Levine**, *CEO, Bluemax*, was with another company when working with Jay at Digitel

"I have always been impressed with Jay's insight into the future of the internet and communications. He is a well-thought, and well spoken person whom its my pleasure to endorse."

— **Kevin McGuire**, *VP- Business & Technology, NTCA*, was with another company when working with Jay at DIGITEL Corporation

"I met Jay when I bought NeoNova Networks. Not only was he the architect of the technology offering, but he was also a key relationship manager with our customers. Above all, Jay is honest and trustworthy."

— **Bryan C.W. Tate**, *Founder, Chairman and CEO, DIGITEL CORPORATION*, managed Jay indirectly at NeoNova Network Services

"Jay is a highly dedicated individual who is always willing to go the extra mile and do what is needed for the benefit of the Company and the team. Jay's technical knowledge is unparalleled, but what makes Jay truly valuable is his breadth of knowledge across multiple fields and his ability to translate this knowledge into practical solutions for the customer. The best endorsement that I can give is the fact that I would hire him where ever I am."

— **Warren Lee**, *President & COO, NeoNova Network Services, Inc.*, managed Jay at NeoNova Network Services

"Jay has been a played a dynamic part in providing our company with a solid solution. His no-nonsense technical attitude always gets the job done and puts him at the leading edge of the technology curve. Jay would defiantly be a number one pick for my team."

— **Keith Quattlebaum**, was Jay's client

"Results oriented and always five minutes ahead of the curve, Jay seems to always know what is next and how to get there. Jay is on the ball with the news of the day and the trends of the industry. A manager, planner, and maker I would make Jay part of any team that needs rapid results."

— **Brian (bex) Exelbierd**, *Sales Engineer, NeoNova Network Services*, worked with Jay at NeoNova Network Services

"Jay has proven to be a true telecommunications professional with a specialty in ISP/Security issues. Jay has spoken several times at NTCA ISP TechNet Conferences in the past before an audience consisting of hundreds of key decision makers within the Independent Operating Company (IOC) sector of the telecommunications industry. David Lowe Manager, Business and Technology NTCA"

— **Dave Lowe**, was with another company when working with Jay at NeoNova Network Services

"During my time at NeoNova, Jay and I have worked on several projects together of varying durations and scopes. In addition to possessing a wide array of technical knowledge, Jay has the ability to balance these skills and apply them to the business need in any situation."

— **Chris Beatson, PMP**, *Director of Project Management, Neonova Network Services*, worked with Jay at NeoNova Network Services

"I've worked with Jay at NeoNova as a service provider and as a coleague at iXL. You'd be hard pressed to find someone with better technical knowledge along with good old fashioned practical common sense. He can make things work when others are bafled."

— **Scott Place**, was with another company when working with Jay at NeoNova Network Services

"Jay is a strong leader and one of the most resourceful employees I've had the pleasure to work with. He understands the business as well as the technology. Jay has always demonstrated excellent customer service, teamwork and a passion to get the job done right."

— **Rick Johnson**, *SVP Operations, VP Engineering, iXL, Inc.*, managed Jay at iXL

"Jay exemplifies flexibility and customer satisfaction. He is adept in designing, implementing, and deploying client-focused solutions, and it is always a pleasure to work with him."

— **Nolan Sanders**, *Senior Technical Lead, iXL, Inc.*, worked with Jay at iXL

"Jay is an incredibly intelligent, experienced IT professional who also has the rare ability to clearly explain things to those outside the field. He has boundless energy and always goes 'above and beyond' when asked for his advice or assistance."

— **Monica Anderson**, *Knowledge Analyst, iXL*, worked with Jay at iXL

"I could always count on Jay to get the work done. He was the first one that I would call for any technical question. In addition, he was also a very humorous and enjoyable person to be around."

— **Beth Quantz**, worked indirectly for Jay at iXL

"Jay always did a great job responding to competing demands for his time, energy and resources. Split roles with both internal and client facing responsibilities are always a challenge, but Jay found the right balance to ensure everything was covered and the quality of work was high."

— **Andy Warner**, *Director of Infrastructure, iXL*, managed Jay indirectly at iXL

"Jay has deep knowledge on wide computer system administration, unix, linux, MS windows, network, security, etc. Thanks Jay for helping us to setup our whole production environment."

— **Fang Yuan**, was with another company when working with Jay at iXL

"Jay helped FGT in setting up the production environment and build performance benchmark in Intial product rollout. Jay is bleeding edge tecnology expert and very knowledgable."

— **Bhupendra Kumar**, was Jay's client

"I worked with Jay on a few projects assessing the technical capabilities of potential portfolio companies. He demonstrated a unique ability to not only master the complexity of the technologies we reviewed but also to assess them & describe them in plain English to our shareholders. Jay is a great balance between technology and business, and he's always up for a cold beer on the beaches of Rio!"

— **Charlie Kemper**, was Jay's client

"Jay will always exceed your expectations. We first met at Internet World '97 when he stopped by the Nortel booth where my team was showing a VoIP product. The shows Internet access was bad. He leveraged his contacts, rerouted our network access, and solved the problem. While others had downtime, we were up and running. This exemplifies his can-do work ethic and superior customer service."

— **Rick Johnson**, *Manager, Internet Telephony Applications Group, Nortel Networks*, worked with Jay at Nortel Networks

[Contact Jay on LinkedIn](#)