

William Jason Cuthrell (Jay)

Address: 1101 W 34th St Suite 419 Austin, TX 78705

Google Voice: +1-415-763-8343

Email: [jay@cuthrell.com](mailto:jay@cuthrell.com)

## Biography and Media Links

- [Speaker Biography](#)
- [Media Examples](#)

## Career Path Timeline

- Chief of Staff, Office of the CTO, Converged Platforms and Solutions
  - Dell EMC
  - December 2016 – Present
  - Austin, Texas
  - Primary duty serving as proxy for the SVP & CTO of Dell EMC Converged Platforms and Solutions to carry out the execution and detail oriented aspects of strategic initiatives in a timely manner within a sound fiscal policy and simultaneously increase Net Promoter Score and business margins.
  - Focus: Cultivating a diverse group of +40 convergence oriented technologists and strategists to pursue, validate, and promote executive leadership ideation and innovation.
  - Scope: Cross discipline projects spanning product management, engineering, operations, sales, support, marketing, GTM strategy, and financial partnership in a matrix global organizational structure with strong decision making frameworks.
  - Extensive public and group speaking responsibilities for global customer and industry analyst interaction at major industry events and Executive Briefing Programs in Hopkinton Massachusetts, Round Rock Texas, Santa Clara California, and Palo Alto California.
  - Maintain and extend leading [storyteller role](#) on various internal and externally accessible collaboration tools and services (Slack, Jive, Confluence, Influitive, Skype for Business, WebEx, etc.)
- Director
  - Dell EMC
  - June 2015 – November 2016
  - Austin, Texas
  - Continued focus on long range technology within Office of the CTO for Dell EMC Converged Platforms and Solutions.
  - Integration Ambassador role anticipated through February 2017 relating to the Value Creation Integration Office (VCIO).
  - May 2016
  - Relocated to Austin / Round Rock Texas region.

- Providing support to the wider integration teams of Dell and EMC on behalf of the Office of the CTO for Converged Platforms and Solutions and the Value Creation Integration Office (VCIO).
- October 2015
- EMC Converged Platforms and Dell teams continue Value Creation Integration Office (VCIO) planning.
- In October 2015, Dell and EMC agree to largest merger in IT history for a reported \$67 Billion.
- Jun 2015 – May 2016
- Las Vegas, Nevada
- Continued "road warrior" duties with emphasis shifted to United States and overall global support of outbound team.
- Focus on advanced futures and technology strategy to support analyst relations (Gartner, IDC, others).
- Office of the CTO
  - VCE, an EMC Company
  - May 2013 – June 2015
  - Las Vegas, Nevada
  - By 2015, VCE exceeded \$3.0 Billion Annual Run Rate.
  - VCE becomes an EMC Company (Federation) in January 2015 known as EMC Converged Platforms.
  - Continued global "road warrior" duties with emphasis to supporting the growth of the global outbound team within the Office of the CTO. By October 2014, VCE is considered to be the most successful joint venture in IT history.
  - By late 2013, VCE reached \$1.8 Billion Annual Run Rate.
  - May 2012 – May 2013
  - San Francisco, California
  - By 2013, VCE reached \$1 Billion Annual Run Rate.
  - Global "road warrior" role with an outbound focus on SP/SI/ISV and Global Alliances to represent the Office of the CTO at VCE.
  - Capturing and refining road map of solutions based upon judicious amalgams of investor portfolio technologies, external customer driven features, internal portfolio initiatives, R&D guidance, M&A briefings, and overall corporate development.
- Managing Principal Consultant
  - VCE
  - January 2011 – May 2012
  - Raleigh-Durham, North Carolina
  - By 2012, VCE approached \$0.5 Billion Annual Run Rate.
  - Extensive global speaking schedule during period of explosive sales growth to present in front of VCE Strategic Accounts, VCE Executive Briefing Center (EBC), Cisco EBC, EMC EBC, VMware EBC, and VCE Technology Alliance Partner EBC, VCE Customer Advisory Board, and various SP/SI/ISV events with VCE Marketing.
  - Aug 2011 – Nov 2011
  - Added duties to include leadership of the Service Provider (SP) sales engineering team within Global Partners and Alliances.

- Coordination with internal teams to deliver adjunct elements to solutions in SP and related markets.
- Support and leadership of the wider Systems Integrator (SI) and SP sales teams.
- Support and leadership of the wider SI and SP sales engineering community.
- Dec 2010 – Aug 2011
- Managing Principal Consultant role.
- Growing and developing the sales engineering team 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.
- Principal Technology Consultant
  - Acadia (VCE)
  - October 2010 – December 2010
  - Raleigh-Durham, North Carolina
  - Acadia and the Virtual Computing Environment coalition combine to form VCE.
  - Principal Technology Consultant with Acadia providing advisory services to service providers around the world that enable next generation data center ubiquitous 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 additional investments from VMware and Intel.
- Managing Principal Consultant
  - cuthrell.com
  - 2005 – 2010
  - Strategic technology consulting services for service providers, startups, and investment groups.
  - Private consultation proving subject matter expertise and investment analyst support for +30 clients both domestic and international.
    - Attained top 5% status in the Technology, Media, and Telecommunications Council member for GLG's "most prestigious council member program" was only available to those in the top 5% of GLG's global network.
    - Previously attained GLG Scholar placement for attaining top 20% ranking in GLG's global network.
  - Angel investment and technical advisory roles for emerging technology companies.
  - Startup advisory activities (partial list):
    - SFO based PacketIsland - acquired by Broadsoft October 26, 2009 - forensic VoIP analytics suite
    - SFO based AwayFind - productivity message routing
    - PDX based TimeData - SS7 service provider analytics
    - ATL based i-Linc - green tech agriculture and SCADA remote sensing telemetry
- Chief Technology Officer
  - Digitel Corporation
  - 2007 – 2009
  - Atlanta, Georgia

- Provided sell-side support and consulting for the spinout of NeoNova Network Services from Digital to Azure Capital Partners and Bridgescale Partners executed in early 2008.
- Satisfied and exceeded all earnout clauses.
- Technology leadership role.
- Catalyst for bridging business and technology concerns.
- Consulting role in matters relating to core business (Digital on-premises and hosted IP-PBX solutions), network management considerations (Digital Wireless), and emerging solutions (Digital Hosted Network).
- Day to day management of hosted and managed services and data center initiatives.
- P&L responsibility for Hosted Network division of Digital Corporation. Entrepreneurial role in FreedomPipe brand.
- Growth of IP Centrex via Genband M6 platform via net new sales and management of legacy IP keyssystem and IP PBX via Cisco Linksys One platforms.
- Chief Technology Officer
  - NeoNova Network Services
  - 2002 – 2007
  - Raleigh-Durham, North Carolina
  - Technology leadership role.
  - Conducted sales engineering process and technical sales support.
  - Represented NeoNova at trade events for rural ILEC, CLEC, and cable overbuilders.
  - Managed professional services for NeoNova Affiliates.
  - Responsible for operations elements of the business.
  - Transitioned to CTO of Digital (then parent company of NeoNova) to provide sell-side support and consulting for the spinout of NeoNova from Digital to Azure Capital Partners and Bridgescale Partners executed in 2008.
- IT Infrastructure Architect
  - SapientRazorfish
  - 1999 – 2002
  - Raleigh-Durham, North Carolina
  - Manager of Software and Systems Engineering at iXL.
  - Raleigh office leadership role.
- Internet Application Developer
  - Nortel Networks
  - 1996 – 1999
  - Raleigh-Durham, North Carolina
  - Web application based data center systems and network administration abstraction tooling
  - Web development
- System Administrator
  - North Carolina State University
  - 1996 – 1996
  - Raleigh-Durham, North Carolina
  - DEC Alpha and SGI support to the Materials Science and Engineering Post-Doc group
  - Data collection (ETL) and visualization

- TCP/IP Benchmark Tester
  - IBM
  - 1995 – 1995
  - Raleigh-Durham, North Carolina
  - Co-Op Program
  - TCP/IP Benchmark Testing.
- Laboratory Assistant
  - North Carolina State University
  - 1993 – 1995
  - Raleigh-Durham, North Carolina
  - Lab assistance to the Materials Science and Engineering Post-Doc group
  - Data collection (ETL) and visualization

## Advisory Roles

Provided strategic advice on technical, marketing and planning matters to the CEO, Sales, and Board.

Identified and helped establish effective relationships with strategic and business partners as well as recruit management team members and other potential Board members.

- Racemi May 2013 - May 2016
- AwayFind March 2010 - December 2015
- TimeData Corporation December 2009 – October 2010
- Packet Island Inc. (acquired by BroadSoft) October 2006 – October 2009

## Public Speaking, Honors, and Awards

Dell EMC, EMC, VCE - Gartner Symposium ITXPO Speaker, Dell EMC, 2017 - Excellence@Dell Gold Award, Dell EMC, 2017 - VMworld Panelist, Intel Builders, 2016 - Cisco Live Speaker, VCE User Group Speaker, 2016 - VMworld Speaker, VMware, 2015 - EMC World Speaker, EMC, 2015 - InNEVation CommunityCation 2015 - VMworld Speaker, VMware, 2014 - Master Engineer, VCE, 2013 - Montana Government IT Conference 2013 - Montana Telecom Conference 2013 - CG ITG Tech Expo 2013 - Cloud Connect OpenStack 2013 - Bay Area Large Installation System Administrators (BayLISA) 2013 - vExpert, VMware, 2013 - Boldness Award, VCE, 2012 - Gartner Symposium / ITxpo EMEA 2012 - IDC EMEA 2012 - IDC Americas 2012 - EMC Forum Saudi Arabia 2012 - VMworld US Service Provider Cloud Panel 2012 - NTCA 2012 - Cloud Services Summit 2012 - CIO Latin America Summit Brazil 2012 - Cloud Services Summit 2011 - SxSW Interactive 2011

Digitel, Hosted Network, NeoNova, Cuthrell.com - Ignite Raleigh 2010 - OPASTCO 2010 - IP Possibilities 2010 - NCTIA and TCI 2009 - SxSW Interactive 2010 - NeoNova Summit 2009 - TANE 2009 - TelcoTV 2009 - SxSW Interactive 2009 - IP Possibilities 2009 - Atlanta Telecom Professionals 2009 - NTCA Wireless Symposium 2009 - IP Possibilities 2008 - Wireless Technology Forum (WTF SIGUC) 2008 - Founders Club, Digitel Corporation, 2008 - NeoNova Summit 2007 - Founders Club,

Digitel Corporation, 2007 - Excellence Award, Hosted Network, 2007 - IP Possibilities 2007 - EC-EXPO 2006 - Founders Club, Digitel Corporation, 2006 - Excellence Award, NeoNova, 2006 - NeoNova Summit 2005 - Siemens/Myrio Conference 2005 - NeoNova Summit 2004 - NCTIA and TCI 2004 - NeoNova Summit 2002

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

Nortel Networks - Nortel Affiliate User Group 1998 - Session Administrator, Internet World, 1997 - Nortel Affiliate User Group 1997

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

Scholastic - 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

## Education

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

## Certifications and Training

- Project Management Methods, Nortel
- Management Influence, Nortel
- Weblogic Server Administration, BEA
- NSA INFOSEC Assessment Methodology (IAM), ISATRP
- Secure Membership, InfraGard
- Class-5 Soft Switch OAM&P, Packet Interface Card for VoIP, Taqua
- Carrollton 5.0 VOISS, VOISS IP Centrex VoIP, Bedford 4.5 VOISS, VocalData
- Canopy Wireless Broadband Technical Training, Motorola
- Converged Infrastructure Associate (VCE-CIA), VCE
- Converged Infrastructure Solutions Foundations, VCE
- Understanding Organizational Change, EMC
- Communicating Organizational Change, EMC
- Leading Teams Through Change, EMC
- Facilitation Skills: Orchestrating the Customer Experience (ABPM Core Curriculum), Dell EMC

## Patents

- Methods, systems, and computer readable mediums for logically remediating infrastructure resource components
- United States 9684539
- Issued June 2017