

**Kenneth Berland**  
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## **PERSONAL STATEMENT**

Deep understanding of a problem requires the ability to process and filter data from diverse sources. I excel at the acquisition and assimilation of information, written, visual and auditory. From these sources, I create a solution in the form of process, software, strategic alliance, conflict resolution or a combination of these vectors.

## **ACCOMPLISHMENTS**

- Drafted, in 2005, an opinion for the Sixth Circuit subsequently affirmed by the Supreme Court of the United States.
- Founded, in 2002, a special purpose digital effects company to produce sequences for *The Core*.
- Founded, in 1999, Idea Technologies Corporation, a pioneering wireless application provider.
- Created, in 1997, Funbets, the second most visited prediction market on the Web.
- Founded, in November 1994, the Heroic Sandwich Cafe a pioneering Internet cafe in New York City.
- Self-taught visual effects artist. Acquired UNIX skills on SGI equipment.
- Created and taught 14 week curriculum on computing to at-risk youth in South Los Angeles.

## **RELEVANT EXPERIENCE AND SKILLS**

- Strong, professional, communication skills. High-level business and technical writer.
- Micro-computer experience since inception. (28 years). Linux sysadmin for hero.com, 80 name-based virtual hosts and attendant email (15 years).
- Process oriented, serial entrepreneur and innovator (10 years).
- Vast experience with open source software and web services including SOA/SOAP and REST. Granular knowledge of foundational Internet protocols.
- Expert understanding of data structures, models and representations in OO, SQL and XML environments.
- Elegant approach derived from experience with older technologies when brute force was not an option.
- Wide-range of top-tier industry experience: law, film, television, still-photography.

## **EMPLOYMENT HISTORY**

### **Attorney Associate, Business Department**

March 2007–Present, *Howard Rice Nemerovski Canady Falk & Rabkin*, San Francisco. Negotiate and draft documents for complex business transactions including: venture financings, hedge fund formation, intellectual property licensing, strategic business alliances and mergers and acquisitions.

### **Law Clerk**

August 2005–September 2006, *Danny J. Boggs, Chief Judge, U.S. Sixth Circuit*, Louisville. Draft opinions for nation's penultimate federal court. Interpret federal and state law to achieve conflict resolution. Create reasonable and logical legal precedents based on sound legal and economic theory. Create and revise opinions for panels of the court. Prepare Judge for oral argument.

### **Consultant**

August 2002–Present, *Hero Consulting*, Santa Monica. Provide end-to-end electronic commerce solutions using proprietary LAMP architecture. Content and inventory management; real-time domestic and international shipping estimates through EDI; automated packing/picking assistance; barcode symbologies for order management; automated label printing and tracking; EDI to various accounting packages. Clients included [www.everydayminerals.com](http://www.everydayminerals.com) and [www.youngnails.com](http://www.youngnails.com).

### **Consultant, Partner**

February 1998–August 2002, *Hero Consulting*, Santa Monica. Provide solutions for complex visual problems. Technical direction for digital film and commercial production. Projects included *Pearl Harbor*, *Driven*, *Energizer Titanium*, and *AT&T Ants*. Clients included Rhythm & Hues, Asylum, Method Studios, Zen Kitty, and Ring of Fire.

### **Technical Director**

April 1996–February 1998, *Twentieth Century Fox/VIFX*, Los Angeles. Created digital effects for feature films including *Volcano*, *Jingle All the Way* and *Face/Off*. Supervised teams in creating systems for the visualization of special effects. Provided in-house consulting for complex aspects of digital film-making.

## **EDUCATION**

University of Southern California School of Law, J.D., Honors, 2005.  
University of Wisconsin, Madison, B.S., 1991.

## **REFERENCES**

Available upon request.