

Kenneth Berland

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Skills:

- Strong professional communication skills. High-level legal, business, and technical writer.
- Twenty years of software development and systems administration on Unix systems.
- Rare combination of technical and written abilities.
- Process-oriented innovator.
- Vast experience with open source software and web services.
- Top-tier legal and business process analysis.
- Elegant approach derived from experience at ancient clock frequencies (1-2 MHz) when brute force was not an option.

Employment History:

- **Reputation.com**, Redwood City, California
Vice President of Engineering [December 2011-*present*]

Responsible for all aspect of company engineering including software development planning, execution, qa, and day-to-day operations.
- **Reputation.com**, Redwood City, California
Engineering Manager [August 2011-*December 2011*]

Lead engineer of an agile team, strengthening and developing Reputation.com's *MyPrivacy* product. Refactored core product components to achieve reliability and scalability, with a heavy emphasis on analytics. Lead engineer for Site Operations team. Specified and executed on a complete hardware replacement and migration to private cloud.
- **Law Offices of Kenneth Berland**, Berkeley, California
Attorney [April 2008-August 2011]

Counsel in a variety of civil matters including corporate transactions, construction defect, trademark, and trade secret. Extensive construction defect litigation and trial contract work with the law firm of Hardiman and Carroll. Co-venture trial work with the Law Offices of Carl Lippenberger.
- **Hero—Legal eDiscovery & Document Review**
Product Manager [January 2009-August 2011]

A content management and content review application for attorneys, forensic accountants, and others, with the need to quickly search millions of pages of unstructured data. Allows for the review and organization of large numbers of documents by teams of reviewers. Provides web-based collaboration among participants in a simple and secure fashion. Hero works with hundreds of document formats on any platform.
- **Howard Rice Nemerovski Canady Falk & Rabkin**, San Francisco, California
Business Associate, [March 2007-March 2008]

Drafted, reviewed and negotiated documents for business transactions. Extensive work negotiating software and digital content licensing for both licensors and licensees. Drafted DMCA and CDA compliant policies for clients with Internet operations. Negotiated legal terms for services agreements and strategic business alliances for clients with SaaS business models. Negotiated and drafted agreements for venture financings, particularly preferred stock financings.
- **United States Court of Appeals for the Sixth Circuit**, Louisville, Kentucky
Clerk to Danny J. Boggs, Chief Judge, [2005-2006]

Researched and analyzed federal and state law issues requiring decision by the court including: patent, copyright and trademark; labor and employment;

contracts; sovereign immunity and state's rights; immigration; and death penalty and criminal law. Drafted memoranda analyzing cases and motions before the Court. Engaged in oral argument with and recommended specific outcomes to Judge Boggs. Drafted opinions and orders consistent with the Court's rulings.

- **Hero Consulting**, Santa Monica, California
Partner, [1998-2005]
 - **CGI**
Consultant for digital feature film and television commercial production. Film projects included The Core, Pearl Harbor and Driven. Television commercial projects included Energizer Titanium and AT&T Ants. Production company clients included Rhythm & Hues, Asylum, Method Studios, Ring of Fire and Zen Kitty.
 - **Internet**
Consultant for web-based systems, including the venture-backed startups Filmson.com and Funbets.com. Founder and CIO of Idea Technologies Corporation, creator of Pocket Paralegal. Designed and built Perl-based content management system and distributed hosting solution in Linux environment. Designed and built prediction market for multi-player fantasy sports betting.
- **Twentieth Century Fox/VIFX**, Los Angeles, California
Technical Director, [1996-1998]

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.
- **The Heroic Sandwich**, New York, New York
Proprietor, [1994-1995]

Partner in New York City's (arguably) first Internet cafe. Offered connectivity, sandwiches, and email in an informal setting.
- **Digital Artist**, New York, New York
Digital Artist, [1993-1996]

Visual effects artist on a variety of digital and analog(!) systems. Clients and employers included Charlex, Sony Music Studios, Balsmeyer and Everett and RVI.

Other Experience:

- **Ticketbud**
Software Developer[2009]

Ticketbud is the original, self-service, ticketing application that allows users to sell tickets online. Ticketbud routes its payments through Paypal and allows users to accept all major credit cards and electronic checks in most major currencies. Ticketbud seamlessly integrates PayPal into each Event Page.

Registration with Ticketbud is integrated with Facebook Connect allowing users to utilize their existing Facebook accounts and use the Ticketbud application instantly. Plugins exist to easily import links to events into Wordpress and Facebook. Event hosts can scan Ticketbud tickets with any Android smartphone to determine ticket validity.
- **TransactionSpace**
Product Manager/Co-Founder [July 2008-July 2010]

TransactionSpace streamlines complex transactions with a web-based interface to important business processes: negotiation, document drafting, and closing. TransactionSpace integrates each into a collaborative application, carrying lawyers and their clients from term sheet to t-book.

Complete product demo.
- **Everyday Minerals**
Software Developer [August 2006-November 2007]

Direct-to-consumer purveyor of cosmetics. Operator of integrated fulfillment

facility.

- **Young Nails**

Software Developer [August 2005–June 2008]

Wholesale suppliers of acrylic nail supplies and accessories.

- **Funbets**

Software Developer [December 1999–October 2003]

Web-based prediction market with monthly cash prizes. Second largest fantasy betting site on the web.

- **Pocket Paralegal**

Software Developer/Co-Founder [January 1999–September 2000]

Exclusive wireless provider for West Publishing Group. PocketParalegal provided mobile access to Westlaw on the Motorola PageWriter 2000X.

- **Martian Tools!**

Software Developer [1998]

A pen-and-ink renderer for feature-film and television production.

Articles:

- **Triple Play: A Plan for Open Data Systems**
- **Survival of Fair Use**

Education:

- **University of Southern California School of Law, J.D.**
Los Angeles, California [2002–2005]
 - Order of the Coif (top 10%)
 - Southern California Law Review, **Articles Editor**
 - High Honors Grades in
 - Business Organizations, Civil Procedure, Contracts, Criminal Law, Evidence, Federal Courts, Gender Discrimination, Intellectual Property, and International Law
 - Honors Grades in
 - Constitutional Law I, Criminal Procedure, Internet Law, Legal Profession (Ethics), Poverty Law, Property, and Taxation
- **University of Wisconsin, Madison, B.S.**
Madison, Wisconsin [1987–1991]
 - Majors in
 - Political Science and
 - Creative Writing