

Curriculum Vitæ

Steven Velozo

August 2014

I AM A VETERAN LEADER of digital design teams. My management career ranges from two person upstarts through large teams at global public companies. This experience in tandem with my sometimes fanatical embrace of technology has consistently resulted in both the construction of quality teams and timely release of quality products.

steven@velozo.com

(206) 604-4981

Core Competencies

- Design & Hire Teams **Cultivating Healthy and Lasting Culture**
- Define & Manage **a Thoughtful Software Development Process**
- Research the Market **to Shape Strategy and Future Products**
- Devise & Document **Software and Product Architecture**
- Write Scalable Code **to Solve Deep Technical Problems**
- Drive & Deliver **Software Product Releases**
- Maintain Expert Knowledge **of the Technology Industry**
- Build Lasting **Strategic Partnerships**

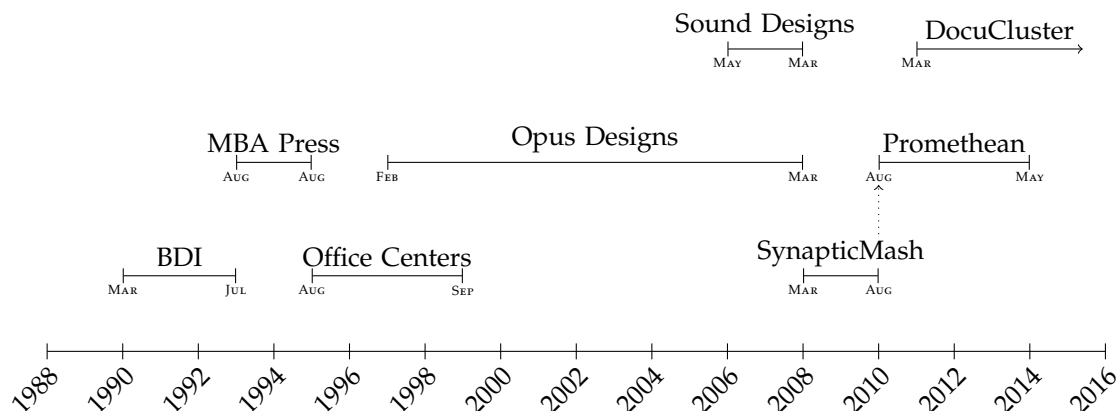
Motivational Forces that Keep Me Engaged

1. Having Interesting Problems to Solve
2. Working in a Sector with Room to Innovate Where Appropriate
3. Seeing the Product of my Work in the Marketplace

Select Technologies I have Employed Recently in Practice

Toolchain	Sublime Text 2, vim, grep, awk, uniq, sort, cut, sed
Programming Languages	C, C++, C#, node.js, javascript, closure, Objective-C, python, php, java, Pascal, BASIC, LaTeX, mono, bash
Database	MySQL, PostgreSQL, Microsoft SQL Server, Lucene, MongoDB, Solr, SQLite, neo4j
Frameworks	Backbone, Underscore, Angular, Leaflet, Mapnik, slim, Zebra Crossing, OpenCV, GMP, libpng, junit, nunit, phpunit
Cache Servers	Couchbase, memcache
Operational Tools	Docker, Chef, Puppet

Professional Work History



CTO & Cofounder at *DocuCluster, Inc.* [2011-PRESENT]

DocuCluster¹ is a vertical market software company in the oil & gas exploration industry. Originally this was an informal collaboration with my cofounder researching the feasibility of automatically generating graphs of complex textual documents via OCR. This has blossomed into a great “when we want to” weekend job for stretching the brain in a very complex problem space. We have brought three distinct products to market: a hosted record search service, automated map generation and bespoke analytic reports. Entirely self-funded, we aren’t in a hurry to grow a huge organization, instead focusing on designing and building quality products. My work at DocuCluster has been a revelation in understanding systems for presenting large bodies of complex search results to a user in a meaningful way.

Using modern technologies such as Lucene, Solr, neo4j, node.js and mapnik we provide real-time access to complex reports uniting huge bodies of data. The standard industry process for assembling these reports usually requires multiple departments and weeks of lead time.

¹ The DocuCluster Site:
<http://bit.ly/1cCOAVO>

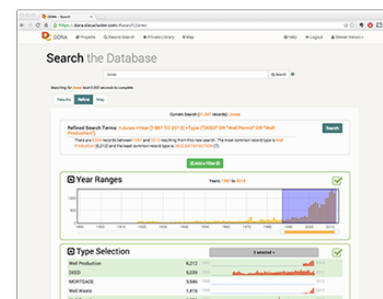


Figure 1: The DORA Search Product

Chief Architect at *Promethean, Inc.* [2010-2014]

Promethean² is a global education technology company, primarily in the interactive whiteboard business. When Promethean acquired SynapticMash, I shifted into the Chief Architect position at Promethean. My first task was to retool the SynapticMash education software platform to be a part of the Promethean product ethos; this

² Promethean, Inc. Site
<http://bit.ly/Ls8dug>

product became ActivProgress. Over the course of four years my responsibilities grew, ultimately running teams in three global locations delivering five distinct software product lines. These products included:

- Highly scalable web software³
- Strategic software partnerships deliverables⁴
- Local network server software
- Mobile applications for iOS, Android and Win8 RT⁵
- An internet-based license management server
- Hardware drivers for Windows, Linux and Mac OS/X
- Thick productivity software we bundle with our hardware

³ [ActivProgress Mexico](http://bit.ly/19AP2sx)

<http://bit.ly/19AP2sx>

⁴ [McGraw-Hill Power of U](http://exm.nr/1eRSwqw)

<http://exm.nr/1eRSwqw>

⁵ [ActivEngage 2](http://bit.ly/1axvUtl)

<http://bit.ly/1axvUtl>

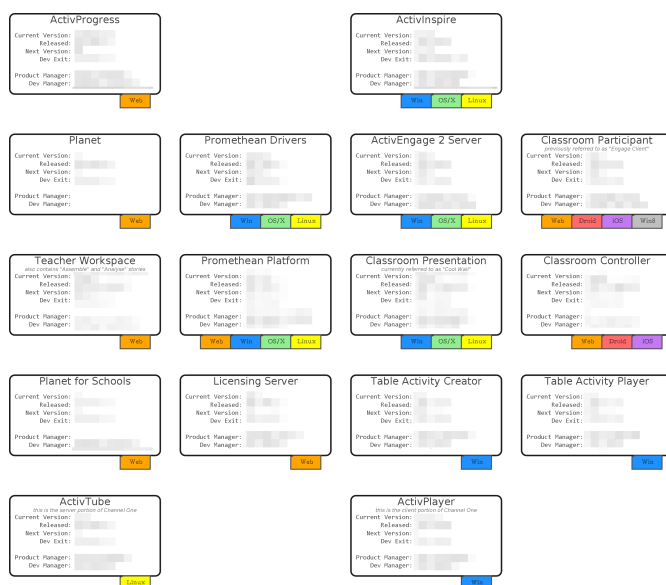


Figure 2: The 2013 Product Matrix

Much of my work at Promethean was entirely strategic⁶. I regularly traveled internationally to localize and culturalize our software products. As well I ushered the software team through a time of deep organizational change, merging three distinct software divisions as we shifted from one executive regime to another (Promethean had a change of CEO in 2012). My experience at Promethean, a **public global corporation**, provided new skills and tools for working in and with large companies.

⁶ [Strategy Council Prezi](http://bit.ly/1bdyeTS)

<http://bit.ly/1bdyeTS>

Chief Architect at *SynapticMash LLC* [2008-2010]

SynapticMash⁷ was an education software company focused on data analytics, social networking and classroom engagement. I was hired before investment series A closed. I designed and built the entire technology organization⁸ including software architecture, products

⁷ [SynapticMash on Crunchbase](http://bit.ly/Ls8EVh)

<http://bit.ly/Ls8EVh>

⁸ [The SynapticMash Executive Team](http://bit.ly/1b8NfX3)

<http://bit.ly/1b8NfX3>

and hosting infrastructure.

My responsibilities at SynapticMash included:

- Hiring the entire software design, development and delivery teams
- Capturing and documenting product specifications
- Defining and documenting software and hosting architecture
- Managing the patent portfolio
- Delivering software products
- Building and maintaining strategic partnerships
- Reporting SDLC progress to investors and the board
- Presenting our technology vision externally at conferences

SynapticMash was my **first experience building an organization and delivering products within a venture capital funded company**. We sold⁹ to Promethean, Inc. in 2010 where I continued my leadership position.

CTO & Cofounder at *Sound Designs LLC* [2006-2008]

Sound Designs was a New York-based branding, web design, software development and hosting business catering to music companies¹⁰, musicians¹¹, supermodels and visual artists. We developed an in-house content management and calendaring system tied to a skinnable actionscript streaming audio player to create online presence for bands. This was my **first time dealing with highly internationalized products**— some sites had distinct language and culturalization requirements when viewed in English, French, Spanish and Arabic.

CTO & Founder at *Opus Designs LLC* [1997-2008]

Opus Designs started as a vehicle for packaging and reselling software and tools I built during my experiences running Office Centers. Eventually it evolved into a bespoke software company, primarily bringing in revenue via licensable software technologies. These libraries, products and services most often dealt with large-scale data analytics and scalability. We used a wide variety of technologies to build bespoke software and specialized systems across many platforms.

We billed ourselves as an artisan shop for solving complex problems with technology. The resulting vertical market software solutions were delivered around recurring revenue licensing models, some as stand-alone applications and others providing SDKs for customers to build upon. A few of the more interesting problems we solved included:

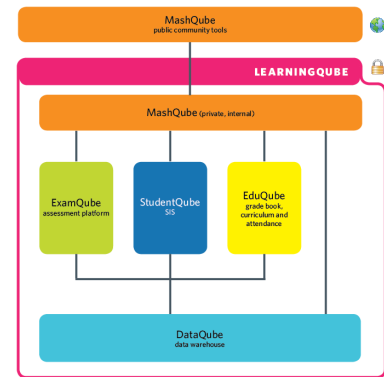


Figure 3: SynapticMash's Product Architecture

⁹ [The SynapticMash Transaction](http://bit.ly/1i7qeeQ)
<http://bit.ly/1i7qeeQ>

¹⁰ [D'Angelico Guitars Web Site](http://bit.ly/1dwsbwV)
<http://bit.ly/1dwsbwV>

¹¹ [The Undead Web Site](http://bit.ly/1adVhDm)
<http://bit.ly/1adVhDm>

With customers such as D'Angelico Guitars, this business was great for growing my guitar collection.

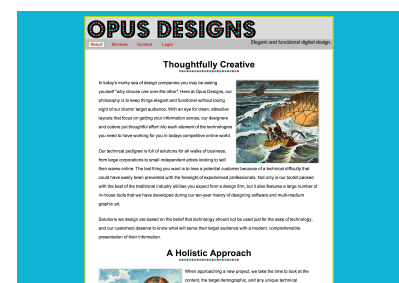


Figure 4: Opus Designs site 2007

- Applying grid solvers to massive databases to compute optimized sales playbooks for broadcast advertising.
- Using GPS and time-of-day drive time statistics to optimize mix levels and agitation speed for material delivery (e.g. cement).
- Delivering emails from queued flat files, allowing legacy software to emit messages to the internet without rewrite.
- Working with internet software companies having trouble scaling their technology and teams.
- Writing custom drivers and interfaces for Linux embedded devices.

Many of these advanced algorithm-based projects were first written in C++, then rewritten in Haskell or Lisp.

The work at Opus Designs allowed me to further understand and hone my ability to intentionally drive a strategic balance between technology management, people management and business model.

Vice President & Cofounder at Office Centers Inc. [1995-1999]

Office Centers was a fully staffed professional services executive suite with offices in Lynnwood, Seattle and Everett. As the Vice President and Cofounder my time was spent managing contracts, hiring employees and building technology to keep us ahead of the market. This was the first organization where my responsibilities included building a team and organizational culture.

It became evident at this organization that I did not enjoy managing low wage/high turnover staff. This was the primary reason I moved on.

Graphic Designer at MBA Press [1993-1995]

MBA Press was a tiny independent printing press near Santa Cruz, California. My tasks there involved designing print materials, processing imagery in a professional press darkroom and running machinery such as printing presses. Working in a structured environment like a press with dedicated phases of product gave me a good sense for project and organizational abstraction.

Intern, Consultant at BDI Distributing Inc. [1990-1993]

BDI was a small service-oriented computer consultancy with customers all across the Pacific Northwest. As a networking consultant at BDI Distributing I was tasked with building and configuring IBM PC clones, building and managing LANs and developing custom software. Of note I designed, developed and shipped my first networked database software in 1992 from BDI: a turn-key replacement for time cards using monochrome touch-screen displays and the Btrieve/Novell database engine.

Between 1990 and 1993 I had the opportunity to visit and explore Comdex Las Vegas, which in those days was the trade show to be at for learning the technology craft.

Volunteer Work History

*Director of Technology at **VaginaPagina** [2001-PRESENT]*

VaginaPagina¹² is an online community that offers a supportive, progressive, body- and sex-positive environment in which to discuss issues related to female sexual and reproductive health and wellness. Beginning as a LiveJournal community, it has blossomed¹³ into a volunteer-run nonprofit organization with an anonymous online repository of information. My responsibilities include developing the web software and managing the domain. The current site uses an embedded media wiki¹⁴ to provide a rich online information resource.

¹² [VaginaPagina](http://bit.ly/1axyXT1)
<http://bit.ly/1axyXT1>

¹³ [VP in the News](http://bit.ly/1dZooas)
<http://bit.ly/1dZooas>

¹⁴ [VulvaPedia](http://bit.ly/1adWRoO)
<http://bit.ly/1adWRoO>

*Director of Technology at **Home Alive** [2000-2005]*

Home Alive¹⁵ was a community-based anti-violence organization that provided affordable self-defense classes, workshops, and educational events for all people within a social change framework. Over the course of my volunteer time there I managed internal IT, web hosting and email services. It was an honor to work with all the dedicated volunteers on Capitol Hill in Seattle for such a great cause.

¹⁵ [HomeAlive Site](http://bit.ly/1hzw99S)
<http://bit.ly/1hzw99S>

Education History

*Undergrad at **Seattle Pacific University** [1995-1998]*

At SPU I pursued a double major in Graphic Design and Math for Computer Science. Eventually as my first business grew I was forced to make a time choice between schooling and running the business. I chose to focus on growing the company and have not regretted the decision since.

Successfully Shipped Professional Software in the Last 18 Months

Product	Description Platform: Technologies Used
DORA	Document Search Interface Web: node.js, php, BackboneJS, Bootstrap, Solr, neo4j, lucene, MySQL
DORA GIS	Map Plotting Software Web: node.js, Solr, Leaflet, mapnik, OpenStreetMap, PostgreSQL
DORA Reporting	PDF Report & Map Rendering Web: node.js, php, LaTeX
Engage Licensing Server	Internet Licensing Server Web: Mono/C#, node.js, AngularJS, Bootstrap
ActivEngage Clients	ActivEngage Response Client Web: Mono/C#, node.js, AngularJS, Bootstrap iOS: Objective-C Native App Android: Java Native App WinRT: C#, WinRT Native App
ActivEngage Server	LAN Polling Server Web: Mono/C#, AngularJS, Bootstrap
ActivProgress	Education Assessment Platform Web: Mono/C#, Python, Java, AngularJS, Couchbase, MS SQL Server
Planet for Schools	Privatized Professional Developoment Network Mono/C#, node.js, AngularJS, Bootstrap
ActivDriver	HID Drivers for the Promethean ActivBoard Windows: C Linux: C Mac OS/X: C
ActivInspire	Interactive Whiteboard Drawing and Presentation Software Windows, OS/X, Linux: C++, QT
ActivTable Activities	Content for the Promethean ActivTable Windows 8: C#, DirectX
ChannelOne News	Streaming Weekly News with Assessments Linux: C++, QT

*Primary Inventor of the Following **Patents***

Patent ID	Description
2014-297,494	Systems and Methods for Detecting, Identifying and Tracking Objects and Events Over Time
2014-297,513	Systems and Methods for Tracking Object Association Over Time
2014-297,743	Dynamic Scheduling of Participants Into Groups
US08595254	Education Data Roster Building Interface
20100257136 (provisional)	Data Integration and Virtual Table Management
20100255455 (provisional)	Adaptive Student Assessment

Trade Secrets & Upcoming Patents

After mutual nondisclosure is in place, there are a number of documents in my portfolio which are not yet public domain. These documented trade secrets describe algorithms and methodologies which will never be disclosed as public domain, but are indicative of the calibre and type of software development work I'm capable of. An in-person review of these materials can be arranged.

*Current **Visas***

My passport has current extended stay business visas for many of the most challenging to get countries including China, Brazil and Argentina. Business travel has taken me to four continents and 36 countries as well as all fifty US states in the last 10 years. This exposure to varying national and international cultures gives me strong advantages building localized and culturalized products and business relationships.