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Executive Summary

Engaged, committed technology leader with a diversity of software development and technical team management experience. Positions involved team building and management, product/program management oversight, product development/launch/shipping, cross-functional and executive engagement, and organizational leadership. Offers considerable expertise for a variety of business and technical domains including high transaction web services and client software on Web, Mobile, and PC. Demonstrable entrepreneurial spirit and appreciation for business requirements. Has repeatedly played a key role in bridging technical and business factions—and possesses deep and broad domestic and international IP experience.

Qualifications

- Wide variety of roles from developer to program manager/product owner to head of products and director.
- Experience leading multiple feature teams focused on scalable software services and API features in multiple domains.
- Experience working with Operations teams and day-to-day responsibilities of keeping highly scalable and highly available services up and running.

Work Experience and History Details

Self-Employed Contractor / Consultant (2019-Present)

Program Manager EarthUp (January 2022-Present)

- Program Manage the EarthUp web application. Facilitate the engineering team's work managing the Kanban engineering process,
- Help the start-up get off the ground with processes that facilitate the mission (Wiki pages, mini-specs, weekly routine meetings).
- Facilitate Data Analysis and feature development.

Program Manager Vexcel Imaging (February 2019 – December 2020)

- Contract Program Manager. Manage a distributed engineering team building a set of web services and applications for very high resolution aerial image data. https://vexceldata.com/

Consultant, Llano Watershed Alliance (January 2020 – December 2021)

- GIS Analysis and development for a new Watershed Management system which was proposed as a contract to the Bureau of Reclamation. Awarded contract in the fall of 2021, but the Alliance declined to move forward. Opting instead to go after alternative funding from the Nature Conservancy to avoid the Federal red tape.
- Web programming engineer to revitalize a set of archived web pages that facilitate management of the Llano sub-basin watershed. https://tsmcgrath.github.io/BMPStaging/

Oracle Cloud Infrastructure (OCI) (January 2017-April 2018)
Director of Software Development

- Build a team from scratch to implement tagging as a feature across all existing cloud services. Including the tie-in to billing and statistics so customers could create and view their own structure and nomenclature for their services.
- Shipped the feature in December 2017 with the co-operation of 26 teams.
- Provide strategic assistance to the Identity team overall.
- Facilitate process development for a very nascent software organization that was growing exponentially.
- Manage the logging and audit team.

Founder Wanderfeast LLC (December 2015 – Present)

- Personal travel sabbatical (December 2015-September 2016)
- www.wanderfeast.com - Travel and geographic experiences start-up. Local and Global Exploration via geo-enrichment.
- No releases yet.

Nokia / HERE Maps (July 2012 to December 2015)
Director Strategic Programs (Core Platform Group)

- Lead program management team responsible for select programs within the Core Platform Group. Including next generation software efforts, the platform deliverables for key HERE customers like Amazon, Microsoft, Facebook, and a wide variety of ongoing programs.
- Work with business planning and operations managers to facilitate and evolve processes for managing platform product portfolio. Help define and execute best practices for product development CPG-wide.
- Responsible for building and managing the CPG side of an RfQ response team to handle automotive business RfQ's that included platform feature requests. Resulted in successful bids for contracts worth tens of millions of Euros.

Windows Phone Program Director

- Directed all aspects of Windows Phone program from OS deliverables to Microsoft to Nokia/HERE applications on Windows Phone which ended in the licensing of OS and application software to Microsoft. Microsoft is now the largest single revenue source for HERE, worth hundreds of millions of dollars. My role was to help coordinate work from multiple teams in multiple divisions.
- Shipped key mapping and location technology inside Windows Phone 8 and WP 8.1 OS and WP SDK. Shipped HERE WP Applications 3-4 times per year to millions of users. Improved customer satisfaction, based on NPS, release over release.
- Coordinated technical details of HERE software asset licensing concurrent with the sale of Nokia's devices unit to Microsoft.
- Provided technical and business support to legal and licensing team prior to the final contract between Nokia and Microsoft.
- Technical Liaison with Nokia Smart Devices (Lumia phones). Coordinated joint strategic issues, monthly executive meetings, troubleshooting ship stopping issues, managing relevant topics between Nokia L&C, Nokia Smart Devices, and Microsoft.

Wherevantage (June 2010 to July 2012)
Cofounder, VP Customer Development

- Cofounded and created a company selling a mobile and web mapping application for outside sales teams – Field Day.
- Company built web application, web services, iOS applications (iPhone/iPad) and BlackBerry OS app.
- Started in June of 2010 and launched the first release in December 2010. Through 2011 we had 3 major releases and expanded to two additional mobile platforms.
- Responsible for Sales and Marketing. Sold new product into companies like Baxter Healthcare, Intuit Health, OPENLANE, etc… Made sales and sales support presentations to all levels of executives in prospective companies.
- Identified as one of six "Must Have Tools for Salesforce.com Users" by Smart Selling Tools.

<u>**Microsoft**</u> (June 1993 – June 2010)

Microsoft (June 1993 – May 2010)
Senior Lead Program Manager (XBOX)

- Lead PM for Games for Windows LIVE. Responsible for Games for Windows LIVE SDK & DirectX SDK. Responsible for technical aspects of new client and SDK features and developer tools.
- Coordinated with multiple external teams and studios on a wide variety of technical initiatives for game services and features.
- Contributor to longer term roadmaps and product vision and strategy.
- Built highly scalable web services for PC Game publishers and internal customers like Windows 7 in-box games, MSN and Messenger games, Games for Windows LIVE, and Microsoft Game Studios.
- Responsible for delivering high availability service features that match the strategies of multiple customers.
- Responsible for technical aspects of new services deployments.
- Creating sustainable release process for frequent service releases that map to customer requirements.
- Responsible for community, player, and publisher focused Services and API specifications.
- Manage other Program Managers delivering service specifications and features.
- Participate in the leadership team for the group on all issues including personnel, strategy, intellectual property, infrastructure, morale, people development, performance reviews, recruiting, etc…

Senior Program Manager European Microsoft Innovation Center (MSR EMIC)

- PM for the EMIC Home Team working on home entertainment, automation, and other applications. More info on EMIC: http://www.microsoft.com/emic.
- Responsible for helping create and execute on a research strategy designed to drive innovation back to product teams.
- Responsible for coordinating communication and evaluation activities with product teams interested in technology transfer as well as MSR collaborators.
- Coordinated recommender prototypes for a variety of products teams including Office Labs, XBox Live, Zune, MSN Health and Lifestyles, Mediaroom, Media Center, ELive, and Virtual Earth.

- Hand-picked and recruited excellent research partners for a new research project on personalized media – BBC Research, BT Labs, Telin, Microgénesis and Universities of Hildesheim and Eindhoven.
- Conceived, led, co-authored, edited, and submitted a competitive research proposal for the European Commission's collaborative research program. This proposal was accepted when the overall proposal acceptance rate was 17%. The research project, called MyMedia, takes recommender systems to the next generation in several areas with a goal of providing an Open Source software framework for ongoing research in dynamic personalization of multimedia.
- Responsible for defining and managing 4.4 million Euro project research budget (2.8 million contribution from EC).
- Project Coordinator for the MyMedia research project. https://mymediaproject.codeplex.com/
- PM for EMIC contributions to the Amigo Research project on ambient intelligence in the networked home.
- Responsible for the EMIC Amigo research budget. http://cordis.europa.eu/project/rcn/71920_en.html
- Responsible for technical briefings to Microsoft representatives to UPnP, DLNA and WC3 standards teams on relevant research coming out of project work.

Lead Program Manager (MapPoint Business Unit)

- One of the authors of the Virtual Earth Whitepaper to Bill Gates which garnered executive support at the highest level of Microsoft and helped change the direction of a major strategic endeavor – local search.
- Led the MapPoint Platforms Program Management team which created the next-generation geospatial platform for the MapPoint team.
- Responsible for contributions of specific functional specifications related to the new technology platform.
- Responsible for oversight of all functional specifications on new technology platform.
- Key architect/designer of the logical model behind the new platform. Responsible for ontology definition and API schema.
- Primary contributor for the Intellectual Property (patent) oversight including strategy, process definition, prioritization, and interaction with legal team. Responsible for executive presentations of strategy.
- Primary lead for Business Unit standards strategy and engagement.
- Authored functional specification for Virtual Earth map control API.
- Conceived and responsible for very high volume, very high performance, data publishing pipeline functional specifications using SSIS, the ETL (Extract Transform Load) software from SQL Server.

Other Past Microsoft Positions

- **Program Manager (MapPoint Business Unit)**
- Responsible for first two versions of the MapPoint Web Service SDK.
- Lead for location & spatial standards strategy and engagement. Represented Microsoft at Open GeoSpatial Consortium (OGC) and the Open Mobile Alliance (OMA).
- **Software Development Engineer (MapPoint Business Unit)**
- Returned to software development for a new challenge solving spatial data problems related to data processing.
- **Lead Program Manager – (Geography Product Unit)**
- Responsible for the primary stewardship of the Microsoft geographic entity and world model.
- Responsible for managing the geographic data development and resources through all phases of an annual product cycle
- Manage team of 3 Software Development Engineers (SDE) and 8 teams of up to 32 contingent staff SDE's and geographers.
- **SDE Geographer/GIS Specialist Lead – (Geography Product Unit)**
- Responsible for the inception, construction, and technical management of the geographic production infrastructure necessary to meet the needs of Microsoft mapping products beginning with Encarta World Atlas version 1.

U.S. Geological Survey – Geographer –Water Resources Division (WRD)

- Nebraska, (June 1991 - June 1993)
- Oregon (April 1987 - June 1991)

Education

Master of Arts, Geography
University of Oregon, Eugene, Oregon

Bachelor of Arts, Geography
University of Nebraska, Lincoln, Nebraska

Professional references available on request

Patents / Publications

Available via https://github.com/tsmcgrath/public/blob/main/Patents-Publications_TimMcGrath.pdf