

## Brian E. Batson

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### **Objective: Internet / Software / Systems Engineering**

#### **Highlights (top 3)**

- **Intelligent:** Strong history of fast advancement in diverse technical fields with 4.0 GPA in Masters of Electrical Engineering degree with minor in Computer Science
- **Innovative:** 2007 selection as Best Practices developer/operator in variable data digital print (incorporating state-of-the-art internet systems for cross-media (web / print) systems). Also: patented inventor (3) including a predecessor to the "mouse-over/hover" highlighting operation.
- **Exceptional Communicator:** Recipient of Innovation Now awards for best verbal presentation & best written presentation (1st person to win both categories in the same year)

#### **Talents (top 3)**

- **Design:** Ability to integrate best practices from many domains with new concepts, bringing creative approaches to solve complex problems and meet customer requirements
- **Interpersonal:** Ability to connect deeply with people from diverse backgrounds, varied levels of management, technical & non-technical. Both intellectually and emotionally astute
- **Leadership:** Ability to create shared vision and mentor in a broad range of roles and responsibilities from team member to manager, executive, and business owner

#### **Work Synopsis**

- 25 years technical systems development / engineering, 10 years with internet systems
- 15+ years personnel + project management
- Managed 50+ members of program team (matrix w/ 18 direct reports) and multi-million dollar development budget. Managed contractors and vendors and co-managed overseas team
- Worked on: complex systems development, internet / web, e-commerce, content management systems, business operations, requirements analysis, program / project management, C programming, web programming, client-server applications, compiler/interpreter development, digital signal processing DSP, hardware/software architecture, design, implementation, manufacturing & verification, device testing / characterization & programming, test and measurement instrumentation

#### **Work Experience / Qualifications**

- Experienced in business practices of small startups.
- Designer / director of data-driven content management, multimedia, and e-commerce projects.
- Senior architect / professional services consultant involved in large site web developments.
- Web site developer creating, integrating, installing, and maintaining multiple internet sites using e-commerce, SQL databases, portal components. Involves integration with extensive PHP/Perl/UNIX scripting and third party SW products. Skilled in web tools, including HTML, XML, Perl, PHP (active server technology), MySQL, Ajax, Javascript, and Unix scripts.
- Provided tools to corporate business operations and HR department for managing employee database and publishing of employment opportunities and job requisitions.
- Program manager for complex electronics test system with matrix reporting structure. Concurrently lead SW development team of 18 engineers. Close work with other cross-functional teams. Also lead co-development with overseas partner.
- Developed and maintained project plans, budgets, ROI analysis, cost estimates, schedules, lists of tasks, list of deliverables, and product requirements and feature descriptions. Tools used by internal teams improved team communications and provided project information.
- Recruited various engineering and product development disciplines. Managed 3rd party development teams. Wrote contracts and hired contractors.
- 25 years hands-on experience in all phases of engineering projects: product definition, prototyping, design, development, manufacturing, sustaining, and sales/marketing support.
- Broad, system levels view incorporating hardware and software depth. Flexible in work assignments and competent in balancing multiple tasks concurrently. Able to provide creative solutions to complex problems and apply new technologies effectively.

## **Employment History** (Details below)

**Set Sail Communications, LLC., and Co-Creative Engineering, Portland, OR** - Business Owner, Technical Developer, Entrepreneur 2003 - present

- Small business / start-up owner of two businesses that produce advertising postcards using digital print, database, and internet technologies
- Designer of patent-pending methodology which implements advanced variable data print (VDP) solutions at very low cost
- Architected, designed and implemented systems in LAMP environment, bridging public and corporate interfaces on two systems
- Developing a web-to-print application supporting personalization and automatic soft-proofing
- Creative, innovative business entrepreneur with multiple operations blending e-commerce and search technologies; manage virtual dedicated hosting accounts
- Consultant for third party companies re: PHP work, stepping in to recover and repair systems after loss of technical resources
- Technical lead on product prototyping and planning for several other companies
- Independent consultant (Co-Creative Engineering) to several firms in web site development, including e-commerce, event registration, system integration, catalog development, publishing, and site management

**PersonPlanet Communications, Inc., Tualatin, OR** - Technology Leader 2000 - 2002

- Technical development and operations leader of startup "dot com" building virtual learning center and online community for personal enhancement / spirituality market
- Broad range of responsibilities including corporate planning, operations, technical architecture, design, leadership, and implementation.
- Created a "best of breed" community web site for strong market; leveraging tools and processes for interactivity, co-branding, personalization, and automation
- Implemented advanced content management system (in PHP/Perl) supporting text and audio file distribution to subscription based users
- Utilized and enhanced public domain solutions (LAMP) for fully functional website valued at \$1.5M after 1 year development

**Open Market, Inc., Burlington, MA** - Professional Services Architect & Principal Consultant 1999 - 2000

- Consultant to corporate customers in area of e-commerce, internet catalog development, and content management applications.
- Selected to be member of experts team on new product applications. Identified as senior most consultant and charged with training staff of peers.
- Work with customers to define system requirements, architectures, and designs
- Responsible for integrating divergent technologies for applications and legacy systems
- Involved in large scale projects, full site, web portals, and online commerce development
- Manage projects and lead development engineers in Unix and Windows web environments

**Tektronix, Inc., Beaverton, OR** - Engineering Manager - Wireless Test 1997 - 1999

- Functional manager of a HW/SW group and project leader for next generation development.
- Managed team in definition of product and process development.
- Defined new product requirements and development project plans. Lead programs to assess and reduce development risk. Specified and integrated tools and programming environment.

**Integrated Measurement Systems, Inc., Beaverton, OR** - SW/HW 1991 - 1997

Engineering Manager IV - Next Generation Test Stations

Principal SW Engineer - Host Applications SW Group

- Led multidiscipline design team in new product development. SW group developed software architecture based on OO A/D, C++, Java, and UNIX multiprocessor client/server. Also managed HW, mechanical, power system, thermal analysis, and documentation personnel.
- Performed tasks of program manager, including external group coordination, product definition / documentation, and customer oriented planning and presentations.
- Defined and implemented web-based project mgmt processes and automated tools.
- Defined next gen. SW architecture. Lead development of Sun based test development tools and product applications. Ported and enhanced custom test control language interpreter.

**Tektronix Federal Systems, Inc., Beaverton, OR** - Engineering Manager & Senior HW/SW Engineer - DSP Group 1987 - 1991

- Managed 15-person multidiscipline product development group. (also as project leader)
- Created advanced digital signal processing algorithm, application note and SW.
- Developed FFT based spectral processing digital circuits and support SW.

**Tektronix, Inc., Beaverton, OR** - Senior HW/SW Engineer - Lab Instruments Division & Hybrid Circuits Mfg. 1981 - 1987

- Oscilloscope FW project leader: signal processing algorithms, digital waveform expression interpreter, measurement routines, relational dB with object oriented access, multiprocessor communications protocols, HW drivers, prototypes / simulations, and GPIB systems.

### Skills/Tools

Adobe Acrobat, Adobe Creative Suite, AJAX, Apache, application servers, ASP, business systems, C, C++, cgi-bin, client applications programming, client-server distributed systems, CSS, DHTML, digital image processing, digital photography, DOS, Dreamweaver, DSP, embedded programming, Excel, Flash, GoLive, HTML, IIS, InDesign, Javascript, MS word, MySQL, NAS, NES, object oriented analysis/design, object oriented databases, PDF, perl, photoshop, PHP, PowerPoint, project management, real-time OS, relational databases, search engines, SEO, server side programming, shell scripts, unix (Linux, LAMP, SunOS & Solaris, IRIX, SysV.3), variable data print, Visual Basic, Windows 95/98/NT, WordPress, XHTML, XML

### Education

M.S.E.E., minor: C.S. (4.0 GPA)	Oregon State University	Corvallis, OR	1986
B.E. E.E. & C.S. (double major)	Vanderbilt University	Nashville, TN	1981

### Papers

"Effective Project Management Using an Internal Web Site" @ 1997 Innovation Now Conference (Received Nick Roberts Award for best presentation), "Measuring Discrete Frequency Shifts with the Tektronix 3052 Digital Spectrum Analyzer", "Accurate Amplitude Measurements of Pulsed RF Signals", and "A Database System in a Multiprocessor Digitizing Oscilloscope"

### Patents, Trademarks, and Copyrights

4,755,960 (Waveform Data Compressing Circuitry), 4,809,189 (Equivalent Time Waveform Data Display), 4,821,030 (Touchscreen Feedback System), + 1 patent pending & 1 disclosure written. Three trademarks assigned for business operations and one work registered with the US Copyright office.