

Mark Beaulieu

(858) 232 4526 markbeau@me.com

903 Ranrido Dr, Escondido CA

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Software application director who collaborates with and leads wireless innovation and practical solutions through successful combination of technical knowledge, artistic skill, motivating and focusing teams, following through detail to complete shipping products. Solve complex problems in wireless web and services applications, producing expected revenue, while looking ahead to build lasting engineering and organizational changes to sustain further growth. Proven development skills in software projects based on Windows, Linux, Mac OS X, .NET, BREW, J2ME, iPhone, 802.11 WiFi, UNIX, CDMA, GSM, WiMax, LTE wireless systems. Excellent experience in technical management, architecture, code development, professional services, and technical marketing.

Experience

Wireless Internet & Web
Mobile Telecommunications
Software Applications
Database Development
User Interaction & Testing

Responsibilities

Chief Wireless Architect
Director Engineering Technology
Lead Software Developer
Business Development
Project Management

Creative and resourceful solutions to complex interdepartmental challenges; track-record of successful systems; direct end-customer & partner relationships; leadership skills, develop close-knit production team; rapid prototyping; and deliver products to new markets especially combining application software with 2G, 3G, and 4G telecommunications. Research knowledge encompasses wireless, multimedia, software development, and database technologies, financial and marketing planning. Well versed in industry trends, commercial forces, and end-user targets with extremely strong writing, communication, mentoring, interpersonal, and teaching skills.

Development environments: C, C++, C#, .NET, XCODE, Perl, Java, Windows – XP, Vista, Windows 7, ASP, UNIX, Linux, Mac OS X, iPhone SDK, BREW, J2ME, Magic Cap, NT, Objective C, Object-oriented C, Visual Studio 2005, Eclipse, Visual Basic, MS Access, SQL Server, HTML, XML, WML, i-mode, Telescript. **Applications Developed:** Wireless device management, tracking servers, wireless mobile applications, Internet client & web servers, multiplatform device gateway and database, Avaya and Rockwell voice switching, near realtime application servers, LBS mapping, user interface, spreadsheets, contractor dispatch, typesetting, parsing tools, web maintenance tools, graphic and font editors, database publishing. **Industries:** business, sports, gaming, publishing, police operations, civic inspection, stock market trading, travel guides, weather, airline reservations. **Media Tools:** Visio & OmniGraffle, Final Cut Pro, PowerPoint, Word, Excel, FrameMaker, Photoshop, Illustrator, FrontPage, Flash, Dreamweaver, Dashcode, SuperCard, Revolution, Soundedit.

Director SW Engineering
Novatel Wireless Inc, San Diego
January 30, 2006 -



Transformed development team from 12 to 34 software engineers improving process, quality, technology, productivity, morale to make practical, factory, and innovative software for an innovative wireless data modem company and a demanding industry. www.novatelwireless.com

- Crossed company teams to produce solutions by envisioning the next generation connection management system, GPS/LBS, device tracking, MiFi system architecture, and application portfolio.
- Building and managing highly effective engineering teams while hiring key talent while improving less effective engineers.
- Analyzed and fixed core problems in client and driver architecture.
- Corrected problem tools architecture and development process while improving and saving costs in Asian factory provisioning.
- Led key team leads with plan to make first GPS products giving company 1 year industry lead. Led all vendor and Sprint/Verizon & GSM operators. Represented company at Apple WWDC, O'Reilly Where 2.0 / Google conferences.
- Initiated server product, hired and directed server and database system design as applications for wireless modems.
- Expert in GPS and LBS technology and solutions contributing to GSM standards groups.
- Researched next generation wireless application opportunities.
- Influenced customers and vendors ranging from Dell to Qualcomm.
- Operator technical planning with Sprint, Verizon, and Vodafone.
- Traveled to Europe to improve EMEA products and contribute to wireless notebook and modem standards for GSMA.
- Proposed AoP SW plan saving the company millions of dollars in infrastructure while creating a revenue source with business model.
- Contributed to three patents around personal wireless architecture.
- Provided technical vision/strategy influential to company direction.

Senior Software Manager
eMbiience Inc, San Diego
June 9, 2005 – January 15, 2006



Managed development of J2ME and BREW handset applications worldwide. Directed 9 engineers and QA in US, and 22 in Bangalore, India. Mentored, trained employees on key server and wireless Internet. Customer facing, resolving numerous operational issues day to day. Worked closely with founders.

<http://www.embiience.com/>

- Analyzed, wrote specification for both Content Automation Tool, handset DB and directed team to refactor wireless platform to reach over 100 handsets.
- Demonstrated technology to clients and obtained contracts.
- Wrote clear specifications, project management plans to coordinate US, Bangalore and moving customer requirements.
- Contributed to user interface, marketing, & business development.

Senior Software Engineer

Digital Orchid, San Diego

October 16, 2003 –

March 31 2005



Developed IP-networked, real-time wireless software on BREW & J2ME platforms in C++ and C. Specified and wrote code for sports, gambling and entertainment applications and server infrastructure with close-knit creative, development and testing team. www.digitalorchid.com

- Architected, prototyped in C# .NET automated content SOA replacement for content generation application server designed to reach over 60 different handsets from one server.
- Wrote encrypted transaction system for Caliente Spanish gambling; realtime NHL sports server for 15 simultaneous games.
- Wrote realtime stream processor and replayer for NASCAR permitting 43 cars to display GPS & telemetry on wireless phones.
- Mentored employees on server, wireless Internet, & NSTL testing.
- Designed wireless database language, wireless markup language. Restructured handset, carrier and product databases and tools.

Director Enterprise Projects

Qualcomm Inc, San Diego

May 2001 – November 2001



Developed enterprise software projects and created training program for Qualcomm's Binary Runtime Environment for Wireless (BREW). Division closed down in 6 months. <http://brew.qualcomm.com>

- Initiated key meetings with key enterprise customers. With IBM, researched client, server, and tools resulting in strategic partnership providing a standard platform and industry recognition.
- Made strategic changes to server architecture. (patent pending)
- Developed BREW training program, served as lead instructor, attracted enterprise customers.
- Hired team and created process to engage multiple enterprises.
- Analyzed competitive and partner technology architectures.
- Introduced key server for wireless Internet mechanics.

Chief Wireless Architect

Lutris Technologies, Santa Cruz

April 17, 2000 - April 17, 2001



Developed J2EE wireless application server technology for Lutris based on the open source Enhydra Application Server. Enhydra uses XMLC as a wireless publishing model for Java three tier architectures. Worked across all lines of the company in consulting services and in pre-sales engineering, produced vertical market plans, wrote white papers. Presented at conferences and trade shows.

- Developed wireless targeted services program that supported sales.
- Wrote Java server code and directed wireless demos. Extended server platform architecture to include GPS and i-mode.
- Educated company on wireless technology and business.

Senior Software Engineer
General Magic/ICRAS Sunnyvale
December 8, 1997-April 15, 2000



Designed and programmed over a dozen wireless handheld Internet SQL applications working directly with customers, development, and VARs. Provided innovative wireless user interfaces and data access software for the DataRover handheld communicator using 802.11b wireless Ethernet.

- Developed in C MagicCap Remote Access Kit to rapidly develop handheld applications that communicate with corporate databases.
- Designed SQL databases for MS SQL Server, MSAccess, Oracle.
- Rapidly built and documented numerous business applications for field use - ticketing, inspection, dispatch, monitoring, health care.

Director of Product Development

Vivid Travel Network,
San Francisco
August 5, 1996 - June 18, 1997



Directed the Java-based design for a family of Internet, Intranet, and Extranet travel guides, enabling licensed affiliate web sites to deliver unique editorial and advertising destination content in 25 languages.

- Wrote key planning documents, RFP, proof of concept.
- Produced product release and winning affiliate business plan.
- Balanced business objectives with current technology in making build and buy decisions. Defined and acquired tools.

Senior Software Engineer
Sony New Technology, Monterey
July 21, 1993 - July 21, 1996



Designed, programmed, prototyped new PDA products Magic Cap and Telescript systems using the Macintosh MPW.

- Produced Official Airlines Guide (OAG) FlightLine, NTN game service, PCFN MagicBroker stock and option trading, and Farcast personal news service. Work included concept, interface, coding, and focus group testing.
- Contracted outside user interface companies, wrote specifications for client legacy servers, and managed ISV software suppliers.

Founder/Technology Director

Digital Lantern, Mountain View
November 1992 - June 1997



Founded, researched, programmed, marketed *The Digital Cities Restaurant Guide*, an in-depth geocoded personal digital assistant application based in HyperCard and SuperCard. Its innovative map-based interface was featured in Wired Magazine July 1993. Developed web tools including a unique template based parser, .ASP server and Access/SQL database to operate a 1,000,000 hit a month web site. Expanded business to three counties.

Sold "Digital Cities" name to AOL Digital Cities Group.

**Senior Software Engineer/
Technical Research Planner**
Metaphor Computer Systems,
Mountain View
1986-October 1992

metaphor

Made visual software applications which communicate and controlled by a Capsule™. Used object-based C in a UNIX development environment.

- Designed, coded, and presented spreadsheet to customers. Innovations in user interface and with time calculation functions.
- Managed multilingual spelling checker implementation.
- Investigated multimedia plans for Patriot Partners - Apple & IBM.
- Planned 3rd party development program, coordinated IBM localization development, including UNICODE planning.
- Created multi-platform multimedia center. Created early QuickTime movie "The Revolution will not be Televised."

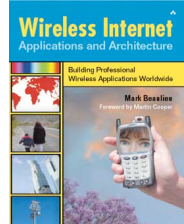
EDUCATION

Post Graduate	Ph.D. (begun) in Computer Science at University of California, Irvine. (TA)
Graduate	M.F.A. with honors from University of California at Davis. (TA)
Undergraduate	B.A. with honors from Trinity University, San Antonio, Texas

PROFESSIONAL EXPERIENCE

Author 2002

Addison Wesley, San Francisco



Researched and wrote *Wireless Internet Applications and Architecture* (Addison Wesley, December 2001) with teacher support guide for colleges. Comprehensive 632 page three part book explains software and telecommunications development process. Part I, the *Introduction to the Wireless Internet* covers principles and wireless opportunities featuring an in-depth analysis of i-mode. Part II, *Wireless Internet Applications* describes process, personas and examples for every wireless device family. Part III, *Wireless Internet Architecture*, shows server and development solutions using XML and application servers.

Co-Author 1993

vivid publishing, Mountain View



Co-authored and researched *Multimedia, Demystified* a comprehensive, highly popular 288-page book revealing the roles and processes involved in creating the full range of industry multimedia projects. Produced for Apple Computer's Multimedia Development Program. Widely used as a teaching reference. (Apple Press, 1993; Random House 2nd edition, 1994).

1978-1986

Aldus (now Adobe), Forethought (now Microsoft), Island Graphics, Via Video, ViewTech, Metatext, Media Plan, and Canon.

Senior Software Engineer, Software Engineering Manager, Project Lead, Programmer, Analyst

- Wrote commercial and prototype software in C, Pascal and object-oriented C for typographic, publishing, graphics, user interface, and dispatch systems.
- Analyzed wide range of technologies and strategic directions, proposed detailed studies that led to successful new generations of products. Wrote white papers, produced competitive analysis video reports for both engineering and marketing organizations.
- Co-founded Metatext, a prepress time-sharing computer typesetting and services company. Produced the highest quality of computer typesetting composition software for its time. Created database publishing software and engineered a Spanish version for a distributor in Mexico.

Conferences CTIA, CES, TED, Apple WWDC, Where 2.0, SIGGRAPH, Digital World, TAPE1, Seybold Publishing,

Contributor GSMA 3G in Notebooks standards in GPS and concurrency issues

Artist 16mm film, photography, digital printing, digital video, computer graphics, large scale super-realistic painting in collections.

Educator Developed Wireless Internet syllabus, Taught first BREW courses at Qualcomm 2001. Developed and taught "Understanding Media: The Individual and Society with Marshall McLuhan" at SFSU Multimedia Studies Program 1Q,3Q 1996.

Resume of Mark Beaulieu can be found at <http://www.digitallantern.net/wiaa/mb.htm>