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OBJECTIVES & COMPETENCIES

- Product/marketing or applications engineer/manager; software engineer/developer/architect for web/native applications, cybersecurity and embedded microcontroller design/firmware.

SUMMARY

- Computer and semiconductor industry experience (Hughes, AMD, IDT, ComCore, Semtech) – **30 years**
- **Product Manager** – product planning, roadmaps, marketing, training and collateral – **14 years**
- **Marketing** – with sales, and apps support in the semiconductor industry – **15 years**
- **FAE** – technical support of microprocessors (CISC/RISC, CPU/MCU), embedded hardware and software on Unix/Linux; SRAM/FIFO memories; logic and clock sync ICs; network ICs – **13 years**
- **Software** – designed/developed PC applications, iOS apps, and website design & hosting (Java, HTML, XML, CMS, CSS, PHP, Perl), including teaching – **12 years**
- **Entrepreneurial** experience: Started 2 businesses developing PC software products; worked for another startup
- **Forensics** – associate at Cosgrove Consulting for expert witness consulting on ICs and software – **10 years**
- **Cybersecurity** – Taught courses at ITT Tech; designed a secure online voting system (white paper).

CURRENT POSITIONS:

Since Fall 2016 **Cal. State U. Northridge, Computer Science Dept.** ***Lecturer***

- Instructor for course in software development/engineering based on algorithms and problem solving using the programming language Java (COMP110/L). Also a course on application development in VB.NET using Visual Studio for business majors in Information Systems (COMP105BAS).

Since 2004 **Dr Jeff Software** < *DrJeffSoftware.com*> ***Founder/President***

- Started software development company for "Apps for PC, Phone & TV" using Microsoft Visual Studio.NET with VB.NET; iOS apps using Apple Xcode SDK/IDE; websites using Weebly, Wordpress, HTML/CSS.
- Organized company into 3 divisions: *Standard Products*, organized into 8 product families; *Services*, for contract software development; and *Website Building & Rental* for website design and sublet hosting.
- Four products (PC apps) have been released so far to my online store and 3rd party stores.
- Developed website with online store using PayPal; Facebook, LinkedIn controls and links to company pages; Google ads & analytics; Norton "Safe-Web" certification.
- Consulting and Expert Witness services (Associate of Cosgrove Computer).

ENGINEERING EXPERIENCE

6/98 to 7/01 **Semtech** (Camarillo, CA) ***Telecom Market Segment Manager***

- Reported to director of Communications business unit – one of 6 SBUs of the mixed-signal IC supplier.
- Lead marketing manager for both strategic and product marketing (essentially director of marketing)
- Assisted director in all aspects of managing the startup IC business unit, including wafer foundries (TSMC, IBM, AMS, Delphi), project planning/tracking, consultants/outsourcing, price matrices, and as expanded below.
- Planned development of a market-leading product family for SONET/SDH network synchronization ("SETS"), for designers of ADM, DSLAM, DCS, DLC, optical muxes, switches, routers and 3G cellular (CDMA) equipment compliant to Stratum 3, 3E or 4/4E of Bellcore GR-1244, GR-253 and ITU G.812, G.813.
- Drove growth of our *SETS* customer base to nearly 400 program-parts world-wide (a $100M opportunity base) and achieved nearly 100 design wins, via building relationships with multiple divisions of Tier 1 telecoms such as Nortel, Cisco, Lucent, Alcatel, plus a host of telecom startups, through visits and intensive design support.
- Forged strategic alliances with hi-rel crystal oscillator vendors such as Vectron, C-MAC, MTI-Milliren, Raltron and Fordahl for co-marketing, reference designs and module development.
- Hired/managed consultant for software project; trained/supervised market research analyst.

2/97 to 5/98 **ComCore Semiconductor** (Calabasas, CA) ***Applications Engineering Manager***

- ComCore Semiconductor was founded in January 1997 and acquired by National Semiconductor on May 27, 1998 (reason for leaving).
- While there, we designed, developed, licensed and marketed advanced DSP-based Fast and Gigabit Ethernet (10/100/1000Base-T) data communications ICs and IP (intellectual property) to top networking companies.
- Managed the technical marketing function that bridges design engineering with marketing and sales, and represents the company to customers.
- Gave technical product presentations to customers such as 3Com, Cisco, Extreme, Sun, Nortel, SMC, TI, Motorola (resulting in MOU for licensing), DEC/Compaq, H-P, AMD, Accton and National.
- Responsible for product definition and developing product collateral such as datasheets, FAQ, Web site etc.

- Attended an IEEE 802.3ab (1000Base-T) standards committee meeting.

5/88 to 2/97 **Integrated Device Technology** (Encino, CA) ***Sr. Field Applications Engineer***

- Technical marketing/sales for So. Cal., AZ, NM.
- Specialized in ***Mips RISC microprocessors*** (R3K/4K/5K) for system design of workstations/servers, laser printers, data communications (bridge-routers, NICs, switches, modems), disk arrays (RAID) and other embedded control.
- Received award for top FAE in MIPS RISC competition
- Performance analysis, measurements, simulations using Mips Unix server (as *system administrator*) on compiled customer C code; downloaded to, and debugged on target boards, using logic analyzers and ICE.
- Additional emphasis on ***datacom/ATM*** products (SAR, PHY, NIC).
- Supported IDT's other product lines: SRAM, dual-port, FIFO, modules, and FCT/FST logic/switch interface.

3/82 to 5/88 **Micro ESP, Inc.** (Century City - Marina del Rey, CA) ***President/Owner***

- Consulting, training and software development for the IBM Personal Computer, including: Intel 8086 related software development (PLM/86, MDS-86, iRMX/86) for network file transfer between VAX11/780 and iRMX86 computers for Failsafe Technology Corp. and First Systems Corp.; Zilog Z8000 printer driver (C, assembler) installed in Unix system for Incomnet Inc.
- Developed Commodore 64 version of *The Home Accountant™* (forerunner of *Quicken™*) for Continental Software/Arrays, Inc.
- Developed/marketed own product: *IO Silver™ , Intelligent Office* integrated office suite (before *MS Office*).

2/86 to 8/86 **Perceptronics** (Woodland Hills, CA) ***Project Manager***

- Worked with cognitive psychologists and AI specialists to develop concepts, requirements, system design and schedule for DARPA-sponsored project now commonly called *groupware*.

4/79 to 2/82 **Advanced Micro Devices** (Woodland Hills - El Segundo, CA) ***Field Applications Engineer***

- Technical marketing/sales for major western US customers, including Litton, TRW, Xerox, Hughes, McDonnell-Douglas, Sperry, JPL, Raytheon, ITT, Northrop, US Navy, General Dynamics, Boeing, and more.
- Provided applications consultation and seminar presentations on computer products: Multi-Bus boards, real-time OS, 8080/Z80 and Z8000 development systems/ICE, and Am2900 bit-slice microprogram development/debug.

7/73 to 3/79 **Hughes Aircraft Co./EDSG** (Culver City - El Segundo, CA) ***MTS/ Doctoral Fellow***

- Design, simulation and checkout of the microprogram and support hardware to implement complex arithmetic algorithms for the Trident Submarine fire control computer. Also worked on logic design of F-16/F-18 radar data processor; architected an 8-bit bipolar microprocessor slice; and was briefly involved in VHSIC program.

Other Engineeering Positions

9/77 to 3/79 **UCLA** PhD research pioneered use of ARPA-Net/Internet Node #1 ***Post-Grad Research Engineer***
6/72 to 9/72 **Xerox Computer Services** (El Segundo, CA) ***Simulation Modeler*** *(summer)*
6/69 to 6/72 **Bechtel Corp.** (Vernon - Norwalk, CA) ***Nuclear Engineer*** *(summers & part-time)*

Other Teaching Positions (computer architecture, logic design, software dev, cybersecurity, networks)

Fall 2015-16	**ITT Tech Institute** (Oxnard, Sylmar)	***Adjunct Instructor***
Fall 2006	**UCLA, Computer Science Dept.**	***Lecturer***
W-Su-F '87, S '88, F '89	**UCLA Extension**	***Instructor***
Spring 1987	**Cal. State U. Northridge, Computer Science Dept.**	***Instructor***
Winter, Summer 1985	**UCLA, Computer Science Dept.**	***Visiting Lecturer***
Fall 1971-Spring 1973	**UCLA, Computer Science Dept.**	***Teaching Assistant/ Associate***

EDUCATION

	BS	Engineering (cum laude)	UCLA	1970
	MS	Computer Science	UCLA	1973
	PhD	Computer Science	UCLA	1980

Major: computer architecture (specialization in microprocessors)
Minors: database management systems, performance analysis (queueing theory), semiconductor physics
Honors: Tau Beta Pi (Nat'l Engr. Honor Soc.), Upsilon Pi Epsilon (Nat'l Comp. Sci. Honor Soc.), Hughes Aircraft Doctoral Fellow, Comp. Sci. Dept. rep. to Engr. Grad. Students Assoc.
Alumni: UCLA Alumni Assoc. Life Member, UCLA Engineering Alumni Assn., UCLA Order of the Blue Shield

BOARD MEMBERSHIP I serve/have served on the following boards:

- UCLA Order of the Blue Shield, Executive Board and Secretary (member since 2005)

- UCLA Engineering Alumni Assn. Governing Board – 1994-2008 (VP 2003)
- Marina-Mar Vista-Venice Democratic Club Executive Board (president 1989-91, board member 1988-1997)

SPORTS

- UCLA intramural softball, football, basketball, volleyball; CBVA ranked beach volleyball player; LA & Culver City men's softball; varsity & American Legion baseball coach at Malibu High School; also tennis & golf