

# KENNETH EAST

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## PROFESSIONAL SUMMARY

Proven business and technology professional who applies deep technology skills and extensive management acumen to create unique, practical, profitable products and services. Demonstrated leadership in domestic and international software organizations, emerging start-ups, and Fortune 500 corporations. Track record of increased sales and market penetration through technology innovation. Strong problem solver in hardware and software environments requiring deep understanding of critical business and technology drivers. Led teams of 300+ employees and managed P&L for businesses approaching \$90 million in revenues. Devised and executed software strategy which more than tripled market capitalization of AMEX listed company.

## PROFESSIONAL EXPERIENCE

### Individual Software Consulting Practice – Austin, Texas

2006–present

Consulting practice focused on the effective application of technology to achieve business goals for a broad range of clients. Effective at any stage of the technology lifecycle: evaluation, valuation, design, implementation, and deployment. Representative clients and engagements include:

MARKET INTELLIGENCE SERVICE – Design, implement, deploy customer-facing software allowing the ongoing collection and curation of raw industry data from which subscribers create bespoke publication-quality typeset research reports. Technologies: Amazon AWS, Linux, Python, Django, TLS, ACME, Ansible, Fabric, bash, L<sup>A</sup>T<sub>E</sub>X.

ECOMMERCE – Design, implement, deploy PCI-DSS compliant e-commerce site with direct interfaces to Chase Orbital and First Data transaction gateways. Technologies: Amazon AWS, Linux, Python, Django, TLS, ACME, Ansible, Fabric, bash, Perl, XML, L<sup>A</sup>T<sub>E</sub>X.

PRIME CONTRACTOR FOR FDA MEDICAL DEVICE – Engaged by prime contractor of medical device to improve troubled product engineering effort. Recommended and implemented short and long-term solutions to yielding results within FDA specifications, enabling prime contractor to avoid seven-figure contractual penalty. Technologies: embedded Linux, Java.

VENTURE CAPITAL – Merger & Acquisition analyses of portfolio companies for venture fund. Perform investment due-diligence and provide technical and managerial/strategic advice, maximizing portfolio value. Recommendations have produced returns in the seven figure range.

INTERNET MARKETER – Design and implementation of syndication software to publish client information across thousands of directory and reference sites, driving broad client exposure without human involvement.

### Interactive Silicon, Inc. / Quickshift, Inc. – Austin, Texas

2001-2006

Hired as Chief Development Officer of Interactive Silicon, Inc., a fabless semiconductor startup, to turnaround troubled product development effort. Promoted to Chief Executive Officer of Interactive Silicon, Inc.

Structured and executed deal to acquire Interactive Silicon from investors and re-launch as Quickshift, Inc.

**Co-founder, Chief Executive Officer, Chief Technology Officer — Quickshift, Inc. 2003-2006**

- Led Quickshift, Inc.'s successful acquisition of Interactive Silicon, Inc. Secured investors, guided the due diligence effort, conducted negotiations, structured the transaction.
- Created strategy to accelerate growth, raising \$6+M in capital from angels and tier one venture capitalists.
- Recruited industry-recognized leaders to the Board of Advisers.
- Transitioned proof-of-concept software to commercial product over 12 months.
- Implemented Intellectual Property strategy comprising over 20 patents, strengthening competitive position.
- Identified and closed lighthouse accounts comprising Fortune 500 and industry leaders.

**Chief Executive Officer, Chief Development Officer — Interactive Silicon, Inc.**

2001-2003

- Restructured engineering organization. Delivered first commercial product in company's four-year life.
- Sold proof-of-concept projects to Fortune 50 companies, including IBM, HP, and Fujitsu Siemens.
- Re-purposed core technology from hardware to software, achieving market and customer requirements.

**Boundless Corporation – New York, New York & Austin, Texas** **1998-2001**

Hired as Chief Technology Officer of Boundless Technologies, Inc. to remedy engineering challenges. Later assumed overall operational responsibilities as Chief Operating Officer. Crafted technology strategy resulting in the creation of the Merinta, Inc. subsidiary, driving Boundless share price on AMEX from less than \$6/share to over \$20/share in two years.

**Co-founder, Chief Technology Officer – Merinta, Inc.** **2000-2001**

- Developed and implemented innovative technology to enter nascent market for Internet appliances.
- Crafted strategy to protect product Created intellectual property, protected via patents.
- Grew revenue from \$0 to multiple customers with revenues of \$4M in twelve months.
- Gained worldwide attention through features in renowned publications including The Wall Street Journal.
- Secured \$5M strategic investment from National Semiconductor.

Technologies: embedded Linux, C, C++, Java.

**Chief Operating Officer & Chief Technology Officer – Boundless Technologies, Inc.** **1998-2000**

- Launched aggressive overhaul of operations placing Boundless in 1st or 2nd in market share.
- Introduced rigor and accountability into operating procedures through clear ownership and monitoring.
- Produced sales growth resulting in selection as finalist in Ernst & Young's Entrepreneur of the Year.
- Developed new product strategy that drove 30% increase in sales growth.
- Drove multiple OEM deals with IBM, NCR, Intergraph, and others, valued at \$150M.
- Managed \$85M operation, executive team of 4 VPs, and 325 employees in USA and EMEA.
- Strengthened engineering processes, accelerating release cycles by 40% while increasing product quality.

Technologies: Microsoft Windows, embedded Linux, RDP, Citrix ICA.

**NEC America, Inc. – Irving, Texas** **1990-1998**

Led software development teams in the United States and Japan developing multiple standards-based network management platforms which managed global telecommunication networks (fiber, radio, submarine cable) for governmental, PTT, and commercial customers. Track record of delivering complex high-quality software on-time.

**Director of Software Development** **1996-1998****Manager of Software Development** **1994-1996****Supervisor of Software Development** **1992-1994****Member of Technical Staff – Software Development** **1990-1992**

- Directed team of 40 software developers building NEC's 21SMX NMS from concept to deployment.
- Responsible for delivery and support more than 175 product deployments globally.
- Software developer, later Supervisor, Manager, on the NEC 21GTX fault management system.
- Designed and implemented software development process which obtained ISO 9001, 9000-3 certifications.

Technologies: SunOS, Solaris, C, C++, bash, X11R5, SCADA, TMN, GDMO, CMIP, SONET, SDH.

**AT&T Bell Laboratories – Middletown, New Jersey** **1988-1990****Member of Technical Staff** **1988-1990**

- Research and development in Artificial Intelligence and Network Management.

Technologies: Unix SVR4, C, C5/OPS5, AWK, S, ksh, X11R4.

**Deloitte (Touche Ross & Co.) – New Orleans, Louisiana** **1983-1986**

- Professional staff providing Management Consulting and Auditing services to clients.

**EDUCATION**

**M.A. Computer Science** – Boston University, Boston, Massachusetts. GPA 3.83/4.00

**MBA** – Tulane University, New Orleans, Louisiana. GPA 3.55/4.00

**B.S. Computer Science** – Louisiana Tech University, Ruston, Louisiana. GPA 3.31/4.00

Honors: Beta Gamma Sigma, Beta Alpha Psi, Boston University Research Fellowship