

## User Profile

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**User Profiles**  
 Each profile contains all of the public information about a user, including their professional summary, positions and endorsements.

**Joe Ellsworth**  
**CTO at XDOBS.COM LLC**  
[Provo, Utah Area](#)

**Currently:** [CTO / FOUNDER / DIRECTOR / Lead Architect at XDOBS.COM LLC](#)

**Companies:** [XDOBS.COM LLC](#); [Cohesity, Inc.](#); [Hewlett Packard \[HP\]](#); [Independant](#); [Busiware, Inc.](#); [HY-TEK Communications](#); [DAKS, Inc.](#); [The Computer Store](#)

**Primary Industry:** [Computer Software](#)

### Summary

I am most interested in leadership opportunities in emerging market segments especially those which are pushing the envelope for new technologies. My 23 years of experience is mostly in the software segment with a strong background in direct enterprise sales. I also know enough work closely with hardware designers.

I have been focusing mostly in the mobile space for the last 3 years. Before that I was in fortune 50 scale infrastructure with a strong emphasis in XML and Web Services.

I have retained more technical expertise than most senior managers which makes me an effective evangelist. I really get excited about how applying new technology can positively impact the lives of the people who use it. I am a high energy, high impact contributor and as such tend to build highly productive teams who expect a wide degree of latitude in execution to goals.

I would love an opportunity to open entirely new markets in one of the following.

Nano technologies, using micro software architectures to develop emergent behavior as a way of building self organizing macro scale solutions using micro components. For this particular research role I would consider a lower level position.

Utilizing the current surplus of microprocessors by developing new architectures that use massively parallel multi tiered symbolic reduction pipelines to solve very complex problems. In human terms this is using a large number of smaller CPU's where we have sets of individual CPU analyzing input streams and reducing that input into a symbolic representation that can be effectively analyzed by the next CPU in the chain all of this ultimately gets fed into CPU's which are dedicated to decision making. A good example of this would be self driving cars where you need to effectively combine sonar, radar, video, inertia, gps and wireless input systems into a decision making process.

### Specialties

Leveraging incremental improvements in technology to open new market opportunities. Using Clever architecture to solve very difficult problems in distributed computing environments. Mobile Forms, Mobile Tracking, Mobile computing including C++, C# and J2ME. GPS tracking solutions with sophisticated dynamic event Systems. Also expert in XML based enterprise integration.

### Experience and Endorsements

Joe has endorsements from 7 connections.

[CTO / FOUNDER / DIRECTOR / Lead Architect XDOBS.COM LLC](#) (Privately Held; 1-10 employees)

Computer Software Industry


January 2003 – Present (2 years 6 months)

XDOBS mobile data solutions optimize efficiency of field workers, improve accuracy

### Connections

 Joe has 53 connections  
53

### What others say

 **7 people** have publicly endorsed Joe's work  
7

### Show your Connections


Did you know you can let your connections view your connections list?  
[Learn more.](#)


and reduce redundant data entry. Runs on a wide range of devices from PDA through military grade tablets.


XDOBS Assessor Assistant optimizes the productivity of field appraisers by eliminating paper and redundant data entry. GUI is field worker optimized for use in hostile outdoor environments. Highly configurable to support local requirements and includes a powerful draft and sketching tool


GPS-Safe is ideal for FBI, DEA, Federal Marshals, etc. It goes beyond CAD to keep officers safe and improve productivity. GPS-SAFE uses cellular GPS phones in conjunction with advanced server software to track each officer's movement and compares those against expected movements, When it finds a problem it notifies co-workers.

Extensive use of C++, Win32, C#, .Net, Compact Framework, Java, J2ME, XML, XSL, Jetty, Web Services

 **3 people have endorsed Joe** at XDOBS.COM LLC:

"While I was beginning to get into J2ME programming and learning the ropes, Joe provided a number of very helpful suggestions and excellent assistance in proper development techniques, theories, and methods which can only come from great experience in the industry and with software design." (July 5, 2004)  
 – [Stephen Olesen](#)  was with another company when working with Joe at XDOBS.COM LLC

"In the late 80's I built GIS infrastructures to support GIS applications for police departments. The infrastructure challenge is demanding, but it yields enormous benefits to the client by providing the context for recording movements. Now in 2004, XDOBS' mobile infrastructure offers a similar context for fully realizing the capabilities of mobile GEO devices." (May 24, 2004)  
 – [Tom Flaherty](#)  worked directly with Joe at XDOBS.COM LLC

"At XDOBS, Joe has built a highly scalable extensible platform for location based services. He has gained a very hands on, in-depth understanding of mobile platforms (j2me, midp, .net etc). Joe has mastered the art of scaling these services for several thousands of users who expect sub second response time and doing so in a easy to use phone / pda form factor." (May 24, 2004)  
 – [Chetan Patel](#)  was with another company when working with Joe at XDOBS.COM LLC

**Founding CEO / CTO**

Coherity, Inc. (Privately Held; 11-50 employees)


Computer Software Industry


March 2000 – January 2003 (2 years 11 months)


Coherity was previously PyBiz, Inc and renamed as part of the Series A funding.

Joseph was the founding CEO who conceived of the original idea, prototyped the solution, designed the product and acted as CEO through the first 2 years of the companies life including building the first million in sales and acquiring series A venture funding.

Coherity provided Native XML database and integration infrastructure named XDisect. was adopted by Fortune 50 companies for use in advance CRM, SSO and profile management. XDisect was the first Native XML database to allow schema free expansion with full text and fuzzy search capabilities. As part of XDISECT Joseph designed and implemented a full SQL query and DML language capable of dealing effectively with the nested semantics of XML data. This language is much more human readable and more easily learned than XQL, XQuery or XSL.

 **3 people have endorsed Joe** at Coherity, Inc.:

"Joe was the reason I left HP after spending 12 great years there. I could not pass up the opportunity to participate with Joe in founding a new company. This time was the hardest I've ever worked and in many ways the most rewarding component of my career." (June 22, 2004)  
 – [Greg Von Kuster](#)  reported to Joe at Coherity, Inc.

"I worked for joe for 2 years. Joe has an uncanny ability to predict the IT problems enterprise customers will encounter 2-3 years from today. He has the depth of experience both in technology and in solving numerous IT problems. This allowed him to grasp and relate to customer problems and explain how Coherity could help address them ( as opposed to a vanilla product pitch)" (May 24, 2004)  
 – [Chetan Patel](#)  reported to Joe at Coherity, Inc.

"Joe possess a unique blend of understanding technology and their applications in a

way that enables him to see beyond the basic applications. He not only has the ability to envision a better way to make things work but he is also able to consistently deliver on the implementation of his vision." (May 23, 2004)

– [Michael Lamb](#) was a consultant or contractor to Joe at Coherity, Inc.

### Senior R&D Manager

[Hewlett Packard](#) (Public Company; 10,001 or more employees; HP)

Information Technology and Services Industry

June 1994 – February 2000 (5 years 9 months)

Joe's projects at HP experienced high visibility. ESN was included in HP's annual financial report as a key technology enabler and the Swatch Universe was announced by HP's CEO Comdex keynote speech. His teams where regularly growing with adequate funds in an era when HP was down sizing.

- Watson - First know data driven RFC interface into SAP.
- Watson Server – World wide , Exchange, Forte messaging infrastructure.
- QOA - Java based transaction server capable of piercing firewalls and store and forward before Weblogic or Websphere where available.
- HP's first web based configurator including a shopping cart.
- ESN - HP's first SSO (Single Sign on) portal available before site minder.
- E-Speak - First commercial grade web services application, a Multi Media entertainment portal delivered to Helsinki Telephone. Used open XML and HTTP protocol before SOAP 1.0 was available. Also prototyped the business plans for the Swatch universe entertainment portal.

**3 people have endorsed Joe** at Hewlett Packard:

"Joe was instrumental in altering the course of my career and I am privileged to have worked for him. He is extremely talented in complex application development and is an exceptional mentor. His ideas are consistently 2 to 3 years ahead of the industry and he was a central figure in bringing about several industry leading technologies that significantly contributed to HP's business." (June 22, 2004)

– [Greg Von Kuster](#) reported to Joe at Hewlett Packard

"I worked for Joe for 3 years at HP. Joe developed a reputation for solving the most challenging IT problems. He knew how to deliver value to IT. He was very hands on and always solved the hardest 10% of the technical problem personally. Even when IT budgets were shrinking all over, Joe and his team was being asked to take on more projects and deliver." (May 24, 2004)

– [Chetan Patel](#) reported to Joe at Hewlett Packard

"Joe is a technology visionary and I'm always impressed by his new and innovative ideas. He is one of the brightest and most talented individual that I've ever worked with. I've to admit that I still use some of the things that I learned from Joe. I strongly recommend him, who always surprises me with his abilities." (May 20, 2004)

– [Rama Gurram](#) reported to Joe at Hewlett Packard

### Independant Business & technical Consultant

[Independant](#) (Privately Held; Myself Only)

Computer Hardware Industry

January 1990 – June 1994 (4 years 6 months)

Provided Object-Oriented and Distributed Systems consulting to Fortune 1000 clients, including Hewlett Packard, Northern Telecom, US Sprint, and Anderson Consulting. Mentored leaders in companies beginning to adopt these technologies, and handled team lead responsibilities to groups scaling their projects for deployment.

Developed the concept and prototype for an RPG to C++ translator, which translated over 96% of RPG to executable C++ code, and included a C++ library that supplied AS/400 system support functions on UNIX and Windows systems. Obtained seed funding and first \$25K in sales, subsequently receiving a \$250K buyout offer for the technology.

**1 person has endorsed Joe** at Independant:

"At Northern Telecom, Joe was a key player in the first object oriented methodology group. This work laid the foundation for the integration of structural and behavioral object models in 1993, two years before UML." (May 24, 2004)

– [Tom Flaherty](#) worked directly with Joe at Independant

### CEO, Sales & Development

[Busiware, Inc.](#) (Privately Held; 1-10 employees)

Computer Software Industry

January 1984 – June 1990 (6 years 6 months)

Provided concept design, systems architecture, software implementa

integration, hardware, training. Included large scale Object Oriented Fortune 500. Supported smaller companies with insurance and pc applications.

- Hewlett Packard - World wide sales configuration & SAP integra
- Northern Telecom - R&D Switch diagnostics & monitoring
- NCS – Education Division
- US Sprint - IT Customer Care across integrated divisions.
- Systemhouse, Inc. – Object Oriented Analyst & Designer
- Anderson Consulting - Object Oriented Guru & mentor

RPGTran - developed concept and prototype for RPG to C++ tran translated over 96% of RPG to executable C++ code. This product library which supplied many of the AS/400 system support functions on Windows computers. He obtained the initial seed funding and first subsequently received a 250K buyout offer for the technology.

#### **Vice president of Accounting and Operations**

**HY-TEK Communications** (Privately Held; 11-50 employees)  
Telecommunications Industry

January 1983 – June 1984 (1 year 6 months)

Responsible for taking a 6-month backlog of work tickets and generating revenue in excess of 40% of the corporation's value at that time.

Responsible for budgetary planning and operational management

Fully computerized accounts receivable system with software built in Pascal.

 **1 person has endorsed Joe** at HY-TEK Communications:

"Joe produced an integrated accounting software program in his telecommunications industry that managed every aspect of the communication program. The program was in use for about 14 years until the business was closed. The program increased productivity and financial control in inventory, and a perfect control of the data needed to run the business." (May 24, 2005)

– [LYNN ELLSWORTH](#)  managed Joe at HY-TEK

#### **Programming Analyst for Customer Support**

**DAKS, Inc.** (Privately Held; 11-50 employees)

Computer Software Industry

January 1982 – December 1982 (1 year)

Supported several collection bureaus in the use of DAK's software

Diagnosed flaws and implemented enhancements using OS65U II hardware upgrades.

#### **Programmer, Sales, Troubleshooter**

**The Computer Store** (Privately Held; 11-50 employees)

Computer Software Industry

January 1981 – January 1982 (1 year 1 month)

I learned how to sell in the most hostile environments in this job and gained a capability throughout my career.

Responsible for taking over accounts who had purchased computer software and were disgruntled that they had threatened lawsuit. My job was to figure out the issues where and find a way to resolve the customer's complaints. This involved selling them additional software or hardware but in some cases required either writing or debugging software written in a wide variety of languages.

#### **Requesting Contact with Joe**

I am in the middle of several projects right now, so my time is limited. However, we fund our R&D efforts predominantly from consulting revenue. We tend to focus on projects that can re-use some or all of our infrastructure but we will consider unusual projects in our area of expertise.

We are most interested in VCs and Angels who are able to work hands-on or help us capture a large slice of our viable market segment. We are interested in partners who want to aggressively market our solutions as a

#### **Interested In**

- consulting and contracting opportunities
- information about new ventures or products

- job inquiries from qualified candidates interested in working with i
- requests for information or expertise
- deal proposals for my company or organization
- requests to provide references for current and former co-workers
- messages requesting reconnection from friends and colleagues

**Location**

Projects taking place in any region, as well as via phone/email.

**Contacting You**

How and if a user contacts you depends on how they are linked to you:

- If a connection views your profile, they see your email address
- If a user linked to you through one of your connections views your p  
button to request contact with you through that connection
- If any other user looks at your profile, they will see a button to requ  
without referral from a trusted connection

[Change your contact settings.](#)