

# Joseph Ellsworth

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<http://gps-safe.com>

## Introduction

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.
- 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.

## BIOGRAPHY

Joseph has over 20 years of software experience including many years as CTO and Lead Architect. He has built and trained several cross-functional teams of 5 to 50 people. He normally retains management responsibility including planning and budgeting. He previously advised CEO and VP level managers on planning and use of emerging technologies. He is typically involved in projects from the conceptual stage and provides the driving vision for those products. Joe has frequently implemented the hardest 10% of the project algorithms as a way proving that cost and delivery time goals are viable.

His current project involves mobile infrastructure for XDOBS.COM and uses J2ME, J2SE, C# and XML. The XDOBS mobile infrastructure pushes real time dynamic GEO sensitive event technology substantially beyond the current state of the art. Joseph was recently the Lead Architect and CTO for a Native XML database. He is an expert in OOA (Object Oriented Architecture), Database and search, J2ME, C#, XML, XSL, SOAP, Jetty, .NET compact framework, SSO (Single sign on) and Python.

Joe's in-depth experience in multiple verticals has given him an ability to analyze future market requirements based on current customer feedback. His customers and bosses have regularly benefited from his ability to define and build products that are ready to accommodate future needs even before marketing and business sponsors have recognized those needs.

Joe tends to work best at the CTO or vice president level because that is where he finds the funding and authority to pursue new technology and business opportunities. As the founding CTO of XDOBS and Coherity, Joseph has continued his success at taking new ideas from conception and developing them through initial customer delivery and second stage funding.

## EMPLOYMENT HISTORY

### **XDOBS.COM**

2003 - Present

**Founding CTO** – Developed the business case, sales strategy and wrote much of the code for release 1.0 of the wireless ASP service.

The core XDOBS value add product is a GEO sensitive events infrastructure that dramatically exceeds the capability of existing CAD (Computer Aided Dispatch) and mobile logistics products.

Joseph also lead the building of GPS-SAFE a safety product which can dramatically improve the safety of Children, Law enforcement operatives, traveling business people, etc.

The GPS-SAFE product is being sold to Assessors, Limo companies, FBI, Secret service, Federal Marshal and the department of homeland defense.

The XDOBS infrastructure provides a unique fleet management capability that enables unprecedented levels of cooperation between federal agencies and local law enforcement.

Joseph is responsible for over most of the architecture and over 50% of the software development for the XDOBS products.

The XDOBS infrastructure is built in Java running on Jetty on the main servers which utilize extensive XML and XSL. The clients are written in J2ME and have been expanded to C++, Win32 and older versions in C# and the .NET compact framework. Most of the servers run on load balanced Linux boxes or the AMIDS infrastructure which is C# and can run either .NET or MONO. Portions of the map rendering and GEO lookup functionality runs on a set of load balanced Windows servers and utilize Python, C# and a variety of GEO tools. See <http://xdobs.com>

### **Coherity, Inc.**

2000 – 2003

Founding CEO and subsequent CTO of Coherity, Inc, a venture backed provider of XML infrastructures. In these capacities he architected and deployed leading Fortune 50 Identity Management XML integration projects in addition to a native XML database infrastructure product called XDISECT. Gained additional experience in the process of moving from concept design through obtaining funding for highly successful software products in both individual and team environments.

Coherity was sold to Ipedo in 2003 and several coherity people continue to support and bill revenue against the Coherity infrastructure. Coherity's largest client has spent over 3 million dollars and is still with Ipedo. As of Dec 2003 they continue to utilize the original coherity infrastructure which Joe was responsible for architecting and implementing.

- **CTO** - Guide overall technical planning and vision along with market trend strategy. Provide key product design and implementation of features such as multiple server replication and XSL load balanced proxy. While working in this position Joe used XML, XSL, IP, Java, .NET, SOAP and related technologies intensely. In many instances he didn't just use these technologies but reverse engineered them for incorporation into or integration with the Coherity XML infrastructure.

- **CEO and Founder** of PyBiz Inc - Led the company, now Coherity, from its initial conception as an XML platform provider to its first million dollars of sales. Provided 80% of the product architecture and implemented over 50% of the CXD and ICC products. Closed the first \$1.5 million in sales and successfully completed a venture round worth \$4 million from Softbank Venture Capital.

### **Hewlett Packard, Inc.**

1994 - 201

While at HP Joseph received a promotion almost every year while also receiving numerous star awards which are special stock bonuses awarded for exceptional performance. His teams where regularly growing with adequate funds in an era when HP was down sizing initiatives throughout the company.

Joseph had the privilege of leading several teams who where responsible for many of HP's flagship services which represented HP's foray into commercial use of internet technology. In most of these instances Joe was responsible for the genesis of the idea and finding internal funding to pursue the business opportunity.

- Architecting and deploying the first world wide exchange based messaging infrastructure with automated links back into SAP.
- Conceived, prototyped and finally delivered a Java based transaction server capable of piercing firewalls and store and forward transactions in the alpha version of Java years before Weblogic or Websphere became available.

- Designed and deployed HP's first web based configurator including a shopping cart years before commercial shopping carts were available. This was the first web based configurator which understood what parts could fit inside of which system chassis.
- Architecting and deploying HP's first Single Sign on portal before SSO or portal products were commercially available.
- Designed and delivered the first commercial grade web services application and infrastructure which was a Multi Media entertainment portal delivered to Helsinki Telephone. Built around an open XML and HTTP protocol before SOAP 1.0 was available.
- Conceived of and built the business plans for the Swatch universe entertainment portal.

Many of Joe's projects at HP experienced high visibility the SSO portal ESN was included in HP's annual financial report as a key technology enabler and the Swatch Universe was announced by HP's CEO during a keynote speech at Comdex.

- **HP E-Speak, Solutions Manager** - Responsible for concept planning, customer sales, solutions engineering, and building a systems integrator evangelist team. Managed 50 employees and a \$9 million budget. Conceptualized and implemented the initial business plan for HP/Swatch Universal Portal, unveiled at Comdex in the fall of 1999. Extensive Web services, XML and Java during this project.
- **Electronic Solutions Now, Web Section Manager** - Conceived and developed a web application integration portal that provided highly targeted content publishing mechanisms, along with an early Single Sign-on Technology. Responsible for 40% of core product implementation. Oversaw budgetary planning, concept design, release planning, a 20-member team, a \$2 million budget, core architecture engineering, release planning, production support, and the first version release of HP's HTML GUI.
- **Quote & Order Assistant, Section manager** - Developed a web-based configuration application for HP server products. Obtained funding from a VP after building the prototype, and organized a 5-person team, which delivered the first 2 product versions. Responsible for concept and architecture design, 60% of original implementation, and a \$1 million budget. Pioneered a firewall piercing application server in Java and a high speed product search tool with saved configuration and shopping cart capabilities, as well as high speed product containment search trees.
- **Watson Server, Project manager** - Organized a 9-person team which successfully delivered a world wide server infrastructure connecting a 10,000 member sales force to SAP and a variety of legacy systems using a semi connected messaging strategy. Utilized Java, Forte and Microsoft Exchange to pioneer data-driven Legacy system integration techniques. Managed budgetary planning, team growth, deployment planning and on-going support, while also providing cross-team architectural facilitation to three other groups.

## Independent Business & Technical Consultant

1990 - 1994

- 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.

## Busiware, Inc.

1984- 1990

**CEO** - Inspired and drove a company that provided concept design, systems architecture, software implementation and integration, hardware, training, and support primarily to insurance and point of sale/billing applications. Guided P&L, sales, engineering, marketing, media, and support, while managing a 5-person team.

- **Hewlett Packard** - World wide sales configuration & SAP integration
- **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

**Founder & CEO** - developed concept and prototype for RPG to C++ translator which translated over 96% of RPG to executable C++ code. This product included a C++ library which supplied many of the AS/400 system support functions on UNIX and Windows computers. He obtained the initial seed funding and first 25K in sales. He subsequently received a 250K buyout offer for the technology.

## PREVIOUS PROFESSIONAL EXPERIENCE

- 1983-1984 HY-TEK Communications. Vice President of Accounting & Personnel
- 1982. DAKS, Inc. *Programming Analyst for Customer Support.*
- 1981-1982 The Computer Store. *Programmer, Troubleshooting, Sales.*

## RELATED EXPERIENCE

- **Open Source Exchange** – Helped initiate the HP O'Reilly partnership for corporate funded open source with original write up for the Open Awards program. Introduced key participants.
- **Python Threads and Internationalization** - Obtained initial funding and provided initial corporate specifications for adding native threads and full I18N support to Python in 1999.

### TECHNICAL EXPERTISE

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- XML, XSL, XPATH, and XSLT
- Enterprise Class High Availability Distributed Application
- C#, Java, Python, C++, and SQL
- Web Services, .NET, SOAP

### EDUCATION

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- 1981– 1985 - **Weber State University, Ogden UT; University of Utah.** Completed course work toward a double bachelor's degree in Computer Science and Business Management.
- 1982 - Certified Utah Real Estate Agent

### SELECTED CITATIONS

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- **Speaking Engagements** - Digital Identity World, Denver, CO, 2002; Web Services Edge, San Jose, CA, 2002; Linux World, San Jose, CA, 2003; Softbank Venture Forum, San Francisco, CA, 2001 ; Python User Group, Mountain View, CA, 2002; CCBC, Toronto, ON, 2001; HP E-Speak Launch, Mesa, AZ, 1999.
- **Publication** - "Building DMA popup window applications in high level languages." *Software Journal*: 1984.