

BRYAN A. SLAVIN

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SENIOR TECHNOLOGIST/PRODUCT DEVELOPMENT

SUMMARY OF QUALIFICATIONS

Extensive team management, technical leadership, product and project management experience. Over fourteen years of experience managing, designing, and developing distributed, scalable, and flexible Internet-enabled applications. Skilled in developing, planning, and deploying enterprise-wide architectures and strategic development initiatives with a focus on ROI and cost savings. Successful in developing and executing upon technology/product strategy as well as driving product development efforts. Background and expertise in digital media, broadband video, large scale web-based applications, highly scalable standalone applications, and multi-device systems. Successful track record with emerging and commercially successful technologies since the inception of the Web.

PROFESSIONAL EXPERIENCE

President ■ Bryter Technologies LLC ■ Rockville, MD ■ 2006 – Present

Established a successful consulting practice focused on product strategy and development, architecture, software/systems development, and team mentoring/training

Key industry targeted is the digital video space with specialties in advanced interactive advertising and multi-platform/device plays.

Clients have included Rovi (formerly Macrovision/TV Guide), Comcast, BlackArrow, ActiveVideo Networks (formerly ICTV), ExtendMedia, and redLasso

Key Projects Include:

Lead Architect/Product Manager for a multi-platform, large scale interactive advertising platform.

The system included ad campaign management, ad authoring, ad decisioning, and integration with several disparate device platforms. Required extensive cross-functional team coordination including several disparate engineering teams to develop, test, and deploy the initial version of the system. The system will ultimately be responsible for delivering interactive advertising to over 15 million set-top boxes and televisions. Authored Product Requirement Documents (PRDs) for the system as well, which drove the product development efforts.

Provided an analysis and recommendations for an advertising strategy for an existing, mature content management platform. Incorporated and contributed to elements in the strategic product roadmap with regard to content monetization through advanced interactive advertising. This work sparked the organization to support a set of advertising monetization strategies in addition to their traditional pay-for-content model.

Developed an e-learning social networking product that enabled college students to review video recorded lectures, collaborate with each other against the lecture content, and allowed the professor to annotate the lecture as necessary. Product was successfully beta tested at Cambridge University.

Vice President, Product Development ■ Lightningcast ■ Washington, D.C. ■ 2004 - 2006

Lightningcast developed a set of products and services to enable content publishers and aggregators to manage, place, and track their interactive audio and video advertising. Acquired by Advertising.com and AOL in May 2006.

Directed and defined vision, design and development strategy for all product lines; defined product portfolio strategy on technology trends, market opportunity, customer needs and competitive analysis

Acted as the technical lead for fundraising as well as M&A efforts; provided the technology vision/roadmap as well as more detailed information in support of due diligence to VCs and other interested parties. These activities led to a successful acquisition of Lightningcast by Advertising.com/AOL.

Led the technology team responsible for the InStream Video Ad Network, the world's first broadband video ad network.

Other Key Responsibilities Included:

Technical Sales: Ensured the accurate understanding of both the capabilities and limitations of the technology with both the sales team and prospective customers; led a team of sales engineers, as well as participated in sales meetings, drafted RFP responses, and acted as liaison between the customer and Lightningcast engineering teams. In this capacity, Lightningcast brought on over 15 clients.

Professional Services Leadership: Created and led professional services group, whose responsibility was to facilitate integrations and on-boarding of new customers as well as extending the product to meet specific customer needs. Professional services accounted for close to \$1m in revenue on a year-to-year basis.

Post-sale on-boarding: Supervised or performed integrations required to make certain that the technology supported the end-to-end goals of the contract, enabling execution of the contract and recognition of revenue. This required close coordination with the customer's sales, engineering, and operations functions as well as the engineering and professional services groups within Lightningcast.

Senior Engineering Manager ■ Leap Wireless ■ San Diego, CA ■ 2001 – 2004

Leap Wireless (better known as Cricket Communications) is the seventh largest wireless carrier in the United States.

Managed the software development team of 12; responsible for all application development and vendor integration, including performance reviews, salary administration, and career development for local and remote staff

Responsible for architecture, design, ROI analysis, and technology strategy throughout the enterprise

Developed organization-wide standards for development, documentation, and configuration management

Key projects included:

Services Platform Architecture: Conceptualized and designed a system/software architecture with goals of reducing cost on development and operations, and improving consistency and reliability across applications enterprise-wide. This J2EE and SOAP based architecture incorporated Leap's provisioning and billing systems, payment systems, credit scoring, and identity verification systems to create a single, centralized interface to all of the back-end business functionality. It also centralized all vendor interactions into a single, unified architecture. This greatly reduced the time to develop new features and create new front-ends and outlets for customer interaction.

Payment Systems Architecture and Analysis: Served as the project leader and principal architect for all payment-related systems at Leap Wireless. These systems, which included automatic credit card processing, check approval, cash posting and reconciliation, were responsible for processing payments from several million customers every month. Devised reliability management strategies, reporting infrastructure, inter-component communication mechanisms, etc.

Identity Validation System Development: Developed architecture and led implementation team for a Java-based system to perform real-time validation of identification data presented by customers in both retail and telesales environments. This greatly reduced the risk of customer and dealer fraud while maintaining a relatively straightforward and fast sales process.

Lead Architect ■ Broadsoft ■ Gaithersburg, MD ■ 1999 – 2001

Broadsoft is a leading innovator of business and residential Voice over IP (VoIP) applications.

Worked in positions of progressive responsibility supporting the development of BroadWorks, a VoIP service delivery system that included a full Centrex suite, media services, self-service web-based configuration, and web-based enhanced call control – one of the first of its kind.

Key projects included:

Designer and technical lead for client concepts group: Creator of ‘client concepts’ group, whose responsibility was to investigate, prototype, and demonstrate new, innovative types of front-end technologies to integrate with the BroadWorks system. Responsibilities encompassed the entire product development lifecycle--from pitching ideas to demonstrating prototypes and finally implementing the product. Mentored current client offering development team, particularly in the areas of architecture and design approaches.

Architect and project manager for web based call control application: Designed and developed the CommPilot Call Manager, a web-based thin-client that allows end-users to invoke enhanced services such as conference calling and call transfer, as well as manipulate their phone calls (operations such as selection of active calls, holding and retrieving) without requiring expensive ‘smart phone’ equipment. This work led to the prosecution and issuance of U.S. Patent #7,213,073.

Software development process leadership: Provided leadership support for the development of a development process including build and deployment. The initial development process, which originally supported a team of 10 developers, scaled to accommodate over 40 developers.

Senior Software Consultant ■ Concept Five Technologies ■ McLean, VA ■ 1997-1999

Concept Five Technologies was a product and services organization focused on large scale integration and distributed system efforts.

Key Projects Included:

Architect, project manager and development lead on a web-based credit application entry and decision system: Developed for the Fair Isaac Company (FICO), this system extended an already-existing mainframe-based application. By designing and developing a rich, web-based UI backed by a three-tier architecture, the client realized significant gains in deployment flexibility, functional extensibility, and client-side interactivity.

Designer and technical lead for a web-based single sign-on implementation: This project, implemented for a large pharmaceutical company, allowed users to authenticate once in order to gain access to multiple protected Web services. It provided seamless access control and cryptographically secured tamper-resistant user credentials, yet required no software at the client (browser) side.

Lab Assistant ■ University of Maryland Human Computer Interaction Lab ■ 1994-1997

Conducted research with Dr. Ben Shneiderman in the areas of human factors and user interface issues. Focused on web content and web site usability. Authored the first empirical study evaluating the importance of consistency in the user interface for Web search operations.

Software Engineer ■ Personal Library Software (PLS) ■ Rockville, MD ■ 1995-1997

Worked on a team designing, developing, and testing the first commercially available full-text, natural language information retrieval product for use on the World Wide Web. Also assisted in the design and development of one of the first commercially-available agent-based search product. PLS was acquired by AOL in 1997.

EDUCATION / CERTIFICATIONS / PATENTS / COMMUNITY SERVICE

Bachelor of Science in Computer Science, with a concentration in Business

BS, with Honors, University of Maryland, College Park, Maryland

Board of Advisors ■ ExtendMedia, Heekya, OnDialog

Assist the teams with technology strategy, architecture, due diligence, and vendor selection

Board of Directors ■ Charles E. Smith Life Communities and Hebrew Home of Greater Washington

Sit on the Strategic Planning Committee and participate in annual fundraising drive and events

Inventor on issued patent ■ Call Management System (U.S. Patent # 7,213,073)

Inventor on a pending patent ■ Managing Advertising Inventory

TECHNICAL SKILLS/KEYWORDS

Java Technologies (JBoss, Seam, Hibernate)

Adobe Technologies (Flash, Flex, FMS)

XML Technologies (SOAP, REST, XSL/XSLT)

Digital Video/Audio Technologies (Windows Media, DRM, Real, Flash Video)

Operating Systems (Linux, MacOS, Windows)

VoIP technologies (SIP, RTP)