

# Resume of Howard L. Spielman

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## Professional Summary

My professional background includes executive, management, leadership, and strategic roles to achieve challenging technical objectives. I also have taken many hands-on roles involving architecture, analysis & design, development, deployment, and 7x24x365 production operations. My combination of depth and breadth in these areas is rare. Coupled with excellent written and verbal communication skills, this enables me to convey corporate goals and direction to both technical and non-technical staff.

I am a favored manager and leader of those with ample skill, drive, intellect, and an ability to pursue long-term goals through a series of focused short term achievements. For such a team I provide guidance, mentoring, professional growth, and a fulfilling career path. I seek a technology leadership position that offers both significant challenges and rewards.

## Experience

May 2002 - Present

Ecast, Inc. - Chief Technology Officer (2006-2008)  
Senior VP of Development & Engineering (2002-2005)  
San Francisco, CA  
100 employees - \$20MM annual revenue

*Company Profile: Ecast is the largest broadband touch-screen media network in the United States, providing digital music to over 10,000 bars and nightclubs across the country. Utilizing the speed and scalability of broadband, Ecast delivers music, advertising and other forms of entertainment to the young adults most responsible for affecting purchasing decisions and consumer trends. Ecast is changing the way people listen to music in public places and revolutionizing out-of-home advertising.*

As Chief Technology Officer I oversee the architecture of our applications and network and, through a dedicated R&D group, help identify and qualify developing technologies that may be incorporated into our products and services. I am responsible for identifying patent opportunities in the work we do, and am listed as an inventor on eight patent applications now filed in the US. Through several direct reports, I manage a team of 30 engineers. Their duties encompass software development, quality assurance, project management, release management, support engineering, and production operations.

Holding responsibility for production network operations I set our service level targets and measure actual performance against them. My team achieved substantial improvements in operational performance, capacity, and service availability in our Data Centers, while reducing both hardware and operating costs. We used growth & capacity models, as well as real-time data visualization tools to track service and bandwidth capacity needs, thus allowing us to predict and manage growth through linear hardware scaling when possible, and by investing in structural/architectural improvements (such as the use of Akamai for content distribution) when required to move our operations to a new level. In 2007, we achieved 99.99% availability on our key consumer and web services.

Since joining Ecast, our overall business and network have grown from a fragile infrastructure that serviced only 400 connected units to a robust one consisting of 10,000 "always on"

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digital entertainment devices. Data processing and most other network services have been upgraded from nightly batch processing to real-time handling of consumer transactions. These services support a variety of methods for the selection and acquisition of content and rich media for display in real-time. The current architecture is designed to accommodate several more years of growth without change, to support at least 30,000 devices.

My team developed and launched several software product lines that deliver digitally encoded *pay-for-play* music, video, and advertising content to our broadband connected devices at commercial locations (typically bars and restaurants). We also implemented and operated several back-end systems for content acquisition and management, CRM, business intelligence, and network operations. Key technologies used in consumer applications are Windows XP/Embedded, COM+, C++, Adobe Flash and Flex, SQL, and XML. Key Data Center and back-end services utilize Apache, Tomcat, Java, MS SQL Server, PHP, and C#/.Net.

Feb 2001 - April 2002

Independent Consultant

As an independent consultant, I advised both established and start-up companies regarding engineering process, object-oriented software design, system architecture, and technology operations. Clients included Charles Schwab (PTI subsidiary in Raleigh, NC), Netcentives (San Francisco, CA), and Cataloga (London, UK). Diverse duties included defining security architecture for a web-based portfolio management system, introducing new technologies to existing product lines, and analyzing technical processes and departmental structures.

1997 - 2001

Viant - Director

San Francisco, CA  
1,000 employees, \$2B Market Cap

*Company Profile: Viant Inc. was an Internet consulting firm, founded in April 1996, that became one of the most successful web consulting firms during the early stages of the Internet era. It was one of the first consulting firms to attempt to integrate the disparate disciplines of strategy, creative and technology into a single value proposition and project approach. Such blended multi-disciplinary approaches have since become common. The company went public in June 1999.*

I held a variety of positions at Viant, including Director of Viant's Technology Center, co-leader of Viant's Knowledge Management group, Technical Lead, and Architect.

For the majority of my time at Viant I served as the head of the Technology Center, reporting to the CTO. In this role, I was responsible for the management of Viant's strategic technical partnerships, for the evaluation of new products and tools, for overseeing the technical quality of client projects, for articulating Viant's technical methodology, and for the overall level of technical expertise among Viant's staff. The role required extensive travel to Viant's eleven business centers in the US and Europe to build community among technical teams, as well as awareness of current research in technology. I also participated in high profile sales efforts in most cities. The Technology Center team conducted a thorough study for Charles Schwab in late 1998 to study the emerging (and then crowded) field of Java Application Servers, correctly identifying and recommending BEA and IBM as the products that would emerge as the leaders in this area.

For one year, together with Viant's Chief Knowledge Officer, I was the co-leader of Viant's Catalyst group. I was responsible for the ongoing definition of Viant's service delivery model, and for the internal knowledge management systems and processes. During this period, I also lead Viant's Intelligent Enterprise group, which built and selected internal applications. I lead the requirements and vendor selection for a knowledge management Intranet system

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that was powered by Plumtree's portal software.

Over the course of four years, I participated in many facets of growing Viant's business from 50 to over 1,000 employees, including business development, recruiting, training and mentoring, advising on employee compensation and incentives, and leading Viant's Employee Advocacy program. I was also a member of the CEO's Leadership Team.

**1992 - 1997**

**Bankers Trust - Vice President**

New York, NY

*13,000 employees, \$600MM net profit (1994)*

*Company Profile: Bankers Trust was a historic American banking organization that was acquired by Deutsche Bank in 1998. Under the management of Charles Sanford, Bankers Trust became a leader in the nascent derivatives business in the early 1990s. Having de-emphasized traditional loans in favor of trading, the bank became an acknowledged leader in risk management.*

I was a Software Development and Operations Manager, and the Lead Architect in charge of the Infrastructure Group for LS2 - a commercial lending system for origination, sales, and servicing of syndicated loans, developed jointly by IBM and BT. I was responsible for the technical architecture, and its ability to meet requirements for availability, security, performance and scalability. I was in charge of the development, roll-out, and operations support of all system services beyond the end-user application, including client-server communications, database access, programmatic generation of e-mail, security and encryption, faxing, batch processing, operations utilities, strategies for distributed processing, fault tolerance, high system availability, and disaster recovery. My team consisted of 15 people, including full-time employees and contractors.

I architected and lead the development of all C/C++ components, which operated in a variety of environments where all of the following could differ: operating system, file server platform, e-mail server, and communications protocol. I designed, and my team delivered, several complex financial models for interest and fees accruals for loans, calculation of portfolio positions, and fee amortization. Other facets of this job included assisting IBM's customer support group and the LS2 clients by making presentations on technical and operational issues. At all times, I stressed open discussion, job satisfaction, continued growth and education, and achievement for all team members.

**1988 - 1992**

**Teknekron Customer Info Solutions - Senior Engineer**

Berkeley, CA

I was a Technical Team Leader for full life cycle of development and delivery of several client-server image capture and transmission/distribution systems. Client platforms included DOS, Windows 3.1, and UNIX OSF/Motif. The server platform was a Tandem with a SQL database. Systems were built for California Franchise Tax Board and several rail and trucking firms (such as Watkins Motor Lines, ATSF Railroad). These systems combined form scanning, transmission, and OCR to optimize workflow and replace paper-based processing with images.

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*Through 1988*

Freyberg Associates / Logica - Senior Engineer  
Zeta Gen Consulting, Inc. - Consultant  
New York, San Francisco

First as a Logica employee, and subsequently running my own consulting practice, I provided programming, architecture, team leadership, application design, system management, and support services to major US and European banks. Clients included Bank of America, NCNB, Lloyds Bank International, Chase Manhattan, Citibank, and Wells Fargo. I specialized in domestic and international financial wire transfer systems and protocols (Federal Reserve, CHIPS, SWIFT), as well as end-user systems for transaction management and cash balance & risk control. Systems ran on DEC, Tandem, and Stratus minicomputers.

### Other Interests

I maintain a personal website ([www.tristesse.com/~howie/](http://www.tristesse.com/~howie/)) that includes writing, music, photography, silk screening, and interactive Flash applications - which lie squarely at the intersection of my interests in art, technology, and data visualization. Flash projects include kaleidoscopic image viewers, sound mixers, arcade-style games, as well as real-time network monitors.

Between September 2001 and May 2003 I participated in five shows of my photography in the Bay Area, including a solo show at the Berkeley Repertory Theater. In 2004 I was one of five photographers featured in a short documentary film by Andy Frazer on the subject of Night Photography.

I am a member of the Steering Committee for a non-profit neighborhood group dedicated to fundraising, improvements, and community outreach for the Upper Douglass Dog Park in San Francisco ([fuddp.org](http://fuddp.org)).

Google me as "[Howie Spielman](#)"

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### Education

Brooklyn College  
B. A. Biology  
Honors: Dean's List, Summa cum Laude

### US Patent Applications Filed

"Distributed Configuration of Entertainment Devices" - September 2004  
Inventor(s): Howard L. Spielman; Darren L. Clark  
USPTO Published Application # 20060059539

"Prioritized Content Download for an Entertainment Device" - October 2004  
Inventor(s): Howard L. Spielman; Darren L. Clark  
USPTO Published Application #20060074750

"Location-Based Historical Performance Information for Entertainment Devices" - March 2005  
Inventor(s): Darren L. Clark; Howard L. Spielman; and Robbie O. VANN-ADIBÉ  
USPTO Published Application #20060212507

"Advertising Content Tracking for an Entertainment Device" - October 2005  
Inventor(s): Darren L. Clark, Howard L. Spielman, Chris D. Scott and David S. Schmidt  
USPTO Published Application # 20070101365

"Distribution of Advertising Content for an Entertainment Device" - October 2005  
Inventor(s): Howard L. Spielman, Darren L. Clark  
USPTO Published Application #20070101361

"Interactive Entertainment Device" - October 2005  
Inventor(s): Howard L. Spielman; Darren L. Clark; Chris D. Scott; David S. Schmidt  
USPTO Published Application # 20070101362

"Consumer Portal" - February 2006  
Inventor(s): Darren L. Clark; Howard L. Spielman

"Personal Message Performance on an Entertainment Device" - April 2007  
Inventor(s): Howard L. Spielman;