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| **Straff Wentworth**  15380 Kittridge Rd Saratoga, CA 95070 408-741-0317 straff@straff.com |  |  |

**Introduction**   
A leader with a proven track record of successful product development in a variety of technology areas, such as: analytics, mobile software, unified communication, cloud services, and system software.

Founder of the “**accountability with no blame**” management style that engenders team loyalty, passion, and commitment to excellence.

**Accomplishments**

* Developed a big data analytics product capable of a 20B daily transaction volume.
* Developed a mobile enterprise unified communications product portfolio.
* Developed a mobile email client that was rebranded and sold by carriers globally.
* Transformed a DRM startup vision into a SaaS company, enabling it to be acquired.
* Designed multiple operating systems.
* Patent: Mobile Analytics

**Technology**

* Mobile Development Environments: iOS, Android.
* OS Kernel: Linux, Micrium uC/OSIII, Free BSD UNIX.
* Analytics: Custom ETL, Oracle RAC/Exadata, Business Objects, Pentaho.
* SaaS: MySQL, MS SQL Server, Apache, JSF, Ajax, REST, XML, Portlets.
* Hardware: FPGA, Vivado, SystemC, Verilog
* Languages: C, C++, Java, Perl.

**EDUCATION**  
BA Computer Science, Minor in Mathematics – UC Berkeley  
BA Psychology – UC Berkeley  
**EXPERIENCE**

**Adapt-IP,** 2013-Present   
VP of Engineering, USB Products  
  
Adapt-IP builds hardware IP for chip manufactures.

* Developed custom USB Hardware for a variety of vertical applications.
* **Technologies**: Linux, C++, Vivado, SystemC, Verilog

**Openwave Systems (**[**URL**](http://en.wikipedia.org/wiki/Openwave)**),** 2009-2011  
Director of Engineering, Mobile Analytics  
  
Openwave delivered messaging, IP mediation and analytic products to mobile carriers around the globe. It has since downsized and restructured into three companies: Openwave Messaging, Openwave Mobility and Unwired Planet.

* Responsible for transforming Openwave’s reporting product into an analytics product line. Grew the business to over 6 Million in two years. The analytics product processed 20 Billion transactions per day and managed a data warehouse sized up to 50 TB.
* Managed the 75+ person multi-site, multi-country engineering and delivery team.
* **Technologies**: Linux, C++, SQL, Oracle RAC / Exadata, Business Objects, Pentaho, Grid Computing, AWS, Hadoop, Cassandra.

**Traverse Networks / Avaya (**[**URL**](http://www.avaya.com/usa/portfolios/unified-communications/)**),** 2005-2008  
Director of Engineering, Unified Communication and Mobile Clients

Traverse Networks developed a Cisco-based Unified Communication solution that allowed employees to use their mobile phone as a proxy for their desk phone. This allowed people to use their office number for all their communication. Calls initiated from the mobile phone were bridged to appear as if they were initiated from their office phone. Traverse Networks was purchased by Avaya and became the engineering foundation of Avaya’s Unified Communication team.

* Responsible for the engineering of the mobile and web aspects of this product line.
* **Technologies**: Linux, Apache, MySQL, Java, Web/Javascript, VIOP, J2ME, Windows Mobile, BlackBerry, iOS, and Android.

**SEVEN (**[**URL**](http://www.seven.com/index.php)**),** 2003-2005   
Senior Director of Engineering, Mobile Clients  
  
SEVEN builds a white label email, calendar, contacts and IM mobile client that is rebranded and sold by the majority of phone carriers around the globe.

* Managed the client engineering organization, responsible for the feature set, GUI and development of SEVEN's mobile applications.
* Created a client API that enabled 3'rd parties to create custom mobile clients.
* Created a cross operating system application environment that allowed software to be easily ported from one phone environment to another.
* Improved organizational structure, engineering process and project execution.
* **Technologies**: J2ME, Brew, Symbian, Palm, Windows Mobile.

**Independent Consultant,** 2001-2003

* Patent and intellectual property consultant.
* Real time, wireless networking, embedded software development.
* **Technologies**: DRM, UNIX, C, TCP/IP

**PublishOne / InterTrust Technologies (**[**URL**](http://www.intertrust.com/solutions)**),** 1999-2001   
Senior Vice President of Engineering and Operations   
  
PublishOne delivered a SaaS Digital Rights Management (DRM) product that enabled authors, publishing houses and consumers to respectively create, distribute and purchase documents. The PublishOne Service allowed authors and publishing houses to specify pricing and distribution rules and enabled consumers to use and their DRM content across multiple personal machines. After initial product release, PublishOne was sold to InterTrust Technologies.

* Turned a startup vision into a company with a viable product.
* Staffed the engineering and operations departments from the ground up.
* Created the world’s first DRM digital publishing 7x24 web service.
* Released service, achieving a 70% adoption rate from pilot accounts.
* Transitioned team to InterTrust Technologies.
* Responsible for next generation products for InterTrust Technologies.
* **Technologies**: Microsoft Server, Linux, MySQL, Apache, C++, Java and Javascript.

**Silicon Graphics Inc (**[**URL**](http://en.wikipedia.org/wiki/Silicon_Graphics)**),** 1993-1999   
Director of IRIX Engineering  
  
SGI developed, manufactured and sold a family of high performance UNIX graphic workstations and servers. The product family scaled from desktop workstations to servers with over 2,000 CPUs.  
  
As Director of IRIX Engineering:

* Managed the principal IRIX Operating System team of a 100+ system software engineers and architects in Mt View and Cray Research Park.
* Responsible for the platform independent OS and the high-end server platforms (32+ CPUs).
* Budget responsibility of 20 million, supporting revenue objectives of $1.5 Billion.
* Managed multiple all-platform system software releases.
* Implemented project management, project tracking and product lifecycle processes.
* **Technologies**: UNIX, Multi-threaded / Multi-CPU OS design, C.

As Software Engineering Manager:

* Managed the software portion of a $10M Adobe, Canon and SGI project.
* Managed the development of Adobe products for SGI platforms.
* Managed a variety of enterprise software products (digital camera, printing, etc).
* Developed and released the world’s first Web-based Color Management system.
* **Technologies**: UNIX, C, Perl, Java, and Color Management.

**Ardent Computer (**[**URL**](http://en.wikipedia.org/wiki/Ardent_Computer)**),** 1988-1993  
OS Engineer, OS Manager, Director of Engineering

Ardent Computer was founded 1985 to bring to market one of the first multiprocessor UNIX workstations that delivered super computer class floating point and 3D graphics performance.  
  
As OS Manager, Director of Engineering:

* Key member of Kubota Pacific re-start team: developed mission, secured funding, and helped grow the company to 180 people.
* Managed business relationship between Digital Equipment Corp (DEC) and Kubota.
* Managed operating system, application, graphics and software release teams.
* Developed and released the next generation 3D computational graphics workstation.

As an Engineer:

* Worked on all aspects of the UNIX kernel.
* Technologies: UNIX, Multi-threaded / Multi-CPU OS design, C