

Résumé of C. Enrique Ortiz

Mobile Software | Research | Design & Development | Strategy | Evangelism
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Summary

A passionate mobile technologist and experienced software professional with focus on mobile software. Industry recognized mobile & wireless subject matter expert, developer, author and evangelist. Strong technology and products background, vision, strategy and execution. Experience managing products and development teams.

About Enrique

I am a passionate mobile technologist, developer and evangelist who spends quite a bit of time thinking about mobile futures. I have a strong technology and products background and experience in product development and managing products and development teams. I organize the Austin chapter of MobileMonday and the Android Dev Austin developer groups, am an advisor and curator of mobile topics for SXSW Interactive, an Austin Technology Incubator alumnus and am very active in the Austin mobile-technology scene. I enjoy helping startups get established and grow in Austin. I author the blog About Mobility and write articles on the topic of mobile. My main areas of interest and research include the intersections between mobility and context-based mobile computing and augmented real-time interactions and their application to both consumer and business software.

Professional Experience

Lots of experience building software products with specialty on mobile software, apps, products and solutions. I started my career while in college building business software for small companies. Then worked on the Space Shuttle onboard flight computer operating system, on multi-media software (AIX), robotics and vision software, and mobile.

MOTIVE - OCTOBER 2008 TO PRESENT (Acquired by Alcatel-Lucent)

Product manager/owner responsible for the success and profit & loss for ServiceView for Mobile, solution for global network operators for the support and management of 3G and 4G mobile devices and smartphone operating systems. Global responsibilities include product inception, business case and models, funding acquisition, revenue generation, market analysis, product socialization (internal and external), proof of concepts, product and technical requirements, general technical direction, go-to-market including coordinating with product marketing and sales teams, coaching sales, pricing, customer acquisitions and business development including identification and acquisition of internal and external products and partners.

EZEE INC. - NOVEMBER 2006 TO OCTOBER 2008 (Dissolved)

As company co-founder and head of products and technology, my responsibilities were many. From technology and product vision, strategies and implementation, raising capital (\$1M), to "people" responsibilities, as well as "lower"-end responsibilities including product requirements, architecture and even software development for mobile clients and server mobile products. As manager, was responsible for building and managing both product managers, developers and the testing teams. From the products perspective, wrote the initial set of product requirements for both client and server products. From the technology perspective, led the technology direction and architecture of the company's product line and helped develop part of the server platform and messaging components and handset components for mobile Java clients, NFC and mobile marketing and

payment. Other responsibilities included white papers, presentations, funding exercises, support for business development, and sales. As CTO, was invited to speak at various events including JavaOne, the Mobile 2.0 event and others. Led the company in its acceptance into the University of Texas Austin Technology Incubator (ATI) and led company to be recognized as one of Austin Emerging 100 companies.

ALIGO, JANUARY 2003 TO JULY 2004 (Acquired)

Initially responsible for software architecture and the development for client components for Aligo's M-1 Mobile Access groupware mobile platform, later promoted to Director of Wireless Applications, responsible for building a new product line called WorkTrack. Was responsible the product's technical direction and building and management of product and engineering and testing teams. WorkTrack became the company's main revenue generator, and it was featured at Nextel's Center of Excellence and was recipient of the 2005 Mobiletrax Mobility Award. Work closely with the product marketing and sales teams on a number of areas including market research, product definition and strategy, the marketing materials, sales cycles and interactions with various industry analysts. Other tasks performed included architecture and hands-on software development.

AGEA, MAY 2000 TO DECEMBER 2002 (Acquired)

Early employee was a founding member of the engineering team and the office of the CTO where I served on a number of leadership roles initially as Director, later promoted to VP of Wireless Applications. Before the company was acquired, I served as interim CTO. My management roles included leading the company's wireless and tools engineering team, including hiring, daily operations and overall management. My technical roles included chief mobile technologist, evangelist and architect of wireless applications, as well as overall responsibility for the wireless technologies, applications, and tools teams including technical direction, development, and intellectual property protection, and played important roles in technology evangelism and partnerships. I also led the development of the wireless components for the agentWorks, MobileWorks Integration Server, and the Business Acceleration Suite's, including the multi-channel, device management, the notification (push server), security engine, wireless client connectors, and interactive messaging platform, and led the development for the enterprise-class wireless solutions including one of the first mobile office-suites and other applications for handsets. I also led the development, including hands-on development, for the extensions to the Metrowerks CodeWarrior and Sun Microsystems NetBeans development environments. Other duties included inventions and investors interactions that led to the successful closure of the \$12M B round of investments, led by Sun Microsystems, making AGEA a Sun Microsystems portfolio company. I represented the company on a number of industry standard groups including the Java Community Process, the Liberty Alliance Project and the GSM Mobile Data Initiative group, and played key roles in strategic partnerships with Sun, Motorola, Metrowerks, and others.

ARTEMIS WIRELESS WERKS - AUGUST 2002 TO PRESENT

Artemis Wireless Werks (AWW) is my own mobile software consultancy company. Currently mostly focused on mobile technical content such as articles and books. In the past AWW has helped dozens of small and large companies with their mobile strategy, product development, technical content and other including proof of concepts, product development and strategy, high quality technical papers and marketing content, as well as industry and technology studies, gap analysis and competitive landscape analysis. Past customers include: Skyfire, AMF Ventures, OMT.org, RGL Forensic Accountants & Consultants, Arrowhead Electronic Healthcare, Edioda, NAKA Media, Blim Law, Sun Microsystems, Nokia, Motorola Metrowerks, Sony Ericsson, Sprint, The Burton Group, Tecnologico de Monterrey Campus Santa Fe, Aligo, Datamaxx, IBM, Mobile Candy Disk, mLoc8, John Wiley and Sons, Salsa.Net.

Prior to 2000...

- PERVASIVE SOFTWARE (NASDAQ NM:PVSU), JULY 1998 TO MAY 2000

- INTELLIGENT REASONING SYSTEMS, JUNE 1997 TO JULY 1998
- INTERNATIONAL BUSINESS MACHINES (IBM), NOVEMBER 1990 to JUNE 1997

Education

I have a Bachelor degree in Computer Science from the University of Puerto Rico: Cum Laude (1990). As time permits, considering graduate studies which has been one of my unfinished goals.

Publications and Community and Affiliations

I've authored or co-authored many pieces on mobile and wireless development. My blog "About Mobility", dozens of articles and presentations on mobility and development including J2ME, Android and mobile web. Co-authored one of the first book exclusively dedicated to MIDP mobile Java (J2ME). Contributor and/or technical reviewer for books such as Enterprise J2ME by Michael Yuan, Making Money with Google by Eric Giguere, Designing the Mobile User Experience by Barbara Ballard, and Tomi Ahonen's Mobile as the 7th of the Mass Media and have been cited in the book Mobile Web Design by Cameron Moll. Recently wrote the foreword for the book titled The Fourth Shock. Also a contributing author to the Telefonica Developer Blog, Oracle/Sun Developer Network, IBM developerWorks, and of course my own blog About Mobility. Please refer to my website and weblog for more information.

Some of my affiliations include

- Association for Computing Machinery (ACM)
- Austin Technology Council
- Austin Wireless Alliance (organizer, founding member)
- Bootstrap Austin (leader)
- Digital Convergence Initiative of Central Texas
- Carnival of the Mobilists
- Java Community Process
- Mobile Monday Austin (organizer and founder)
- Wireless Future
- Mobile and Embedded Community (board member)
- MobileWidget Camp event 2008 (organizer)
- 2006 Mobile Content Festival (organizer)
- Contributor to the following Open Source Projects: Antenna, MIDP Sysinfo, Free BAM,
- Mentor of Software Engineering at the University of Texas at Austin,
- Invited speaker at Tecnológico de Monterrey, Mexico,
- Idioma (advisory board),
- Very active and vocal in the wireless mobility industry and community in general.

Some of my speaking engagements

Since 2001 to 2010 have participated on a number of speaking engagements, some public, other private:

- 2010 - InnoTech 2010, Austin
- 2009 - On-Demand Data Conference, MobileMonday Austin
- 2008 - Mobile 2.0, Mobile and Embedded Developer Days, Design 4 Mobile, MobileWidget Camp, Tecnológico de Monterrey
- 2007 - JavaOne Motorola Keynote, various MobileMondays
- 2006 - Various Mobile Mondays
- 2005 - Nokia Technical Days - Palm OS to Symbian OS porting
- 2005 - Wireless Messaging with SMS and MMS -- Mobile Monday Austin, Austin Wireless Alliance SIG
- 2002 - Austin Java User's Group, on Wireless Java and the Enterprise
- 2001 - Micro Java Network Conference, on the topic of Wireless Java

- 2001 - Cingular's Developer's Conference, Exploring J2ME in the Enterprise Application Development.

Some of my work with Standards groups

Java specification expert member including the Mobile Information Device Profile 2.0, J2EE Client Provisioning, Web Services for J2ME, Content Handler API, Information Module Profile, Mobile Information Device Profile 3.0, was observer to JSR 248 Mobile Service Architecture for CLDC, and was contributor to other specifications such as the Mobile Payment API, and Internationalization API; also contributed to the WAP Forum.

General Skills

Broad set of technical and management skills including technical direction, architecture, and management of products and of development teams.

Architecture, Design and Development

Strong software architecture, design and development background. Design Patterns, UML, agile software. Programming best practices. Client and server programming with experience with social and cloud computing. Mobile and server-side Java and experience with PHP, HTML, XML, CSS and MySQL. Past experience with embedded platforms. Very experienced with entire product development cycle and global teams. Very experienced with mobile software, networking SW, messaging SW, user experience, applications of context to mobile, and mobile apps and web in general.

Mobile Platforms

Mobility is my passion and expertise. Proven record of understanding mobility, present and future. From strategies, R&D, to design and development. From Mobile Java, to Android, Web technologies, networking and messaging, NFC/RFID, mobile experience and peculiarities, past experience with Symbian OS, Mobile Windows, Palm OS, BlackBerry, other. Have helped dozens of companies realize their mobile strategy and helped bring their products to market.

Business Acumen and Products Management

Complete product life-cycle, from market analysis and business cases, to product requirements, product development, marketing and sales-team provisioning and go-to market. Working with R&D, marketing, business development and sales teams. And Profit and Loss (P&L) responsibilities.

Strong understanding of the intersection between technology and business-needs. Product and market strategies. Business development. Marketing collaterals and sales teams provisioning, and Partnerships.

As Technologist

Strong technology background and understanding of the mobile space; a futurist when it comes to mobile. Technology evangelism, and Technology author.

Team Management

From staff/hiring, to day-to-day operations, mentoring/coaching, working and management of global teams.

Other

Probably one of the most passionate individuals when it comes to (mobile and wireless)

technologies. Detailed-oriented and very particular when it comes to (beauty of) design (and development) of software. Lots of experience with developer communities. Fully bilingual in Spanish and English. Management and individual contributor. Team-oriented who enjoys helping and coaching others. Good writing and speaking skills; recognized blogger and writer.

Related

- About C. Enrique Ortiz - <http://weblog.cenriqueortiz.com/about>
- LinkedIn - <http://www.linkedin.com/in/cenriqueortiz> (needs update)
- Twitter - <http://twitter.com/eortiz>
- Personal Website - <http://www.cenriqueortiz.com>
- About Mobility Weblog - <http://weblog.cenriqueortiz.com>

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