

Résumé of C. Enrique Ortiz (CEO)

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About Enrique

Specialties: End-to-end Mobile Software & New Products.

Strong mobile technology and new products background with many years of experience in new product definition, strategy, development operations, software design & development, and go-to-market.

I spend quite a bit of time thinking about mobile futures, mobile software design & the intersections between mobility and business opportunities (monetization). Main areas of research are 1) the intersection between context-based mobile computing and what I call Augmented Real-time Interactions, 2) the intersection between smartphones and smartTV, and 3) the Internet of Things. I've been focusing on Android and Mobile Web platforms recently.

I am co-author of Android in Action, 3rd Edition (2011), and the Mobile Information Device Profile for Java 2 Micro Edition (J2ME): Professional Developer's Guide (2001). I am a contributing author to a number of mobile-developer websites, including IBM developerWorks, and I blog at [About Mobility weblog](#).

I organize the Austin chapter of [MobileMonday](#) and the [Android Dev Austin](#) developer groups. I am an advisor and curator of mobile topics for SXSW Interactive, advisor to the Austin Chamber of Commerce, and am an [Austin Technology Incubator](#) alumnus and advisor. I also advise a number of Austin start-ups. I am very active in the [Austin mobile-technology scene](#).

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. My first job out of college was working on the Space Shuttle onboard flight computer operating system, then on multi-media software, robotics and vision software, and mobile.

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

Senior Product Line Manager responsible for the profit & loss for ServiceView for Mobile, a solution for the management and support of 3G and 4G mobile devices for global network operators. ServiceView for Mobile recently won "Best User Experience For Mobile at 4G World 2011". 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, working with product marketing and the sales teams, coaching sales, product 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, strategy and implementation, raise capital (~\$1M), management of development & product teams, as well as product requirements, architecture and software development for mobile clients and server mobile products. Was responsible for building the

product, development and the testing teams. Wrote initial set of product requirements for both client and server products. 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. 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: Dripbook, VolunteerSpot, Skyfire, AMF Ventures, OMTP.org, RGL Forensic Accountants & Consultants, Arrowhead Electronic Healthcare, Idioma, 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:PVSW), 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

Recognized technology author on mobile application development. 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. Examples of my books/writings:

- [About Mobile weblog](#)
- [Android in Action, 3rd Edition \(2011\)](#)
- [Mobile Device Information Profile for J2ME \(2001\)](#)

Some of my affiliations include

- Association for Computing Machinery (ACM)
- Austin Technology Council (Alumnus, Advisor)
- Austin Chamber of Commerce (Advisor)
- Austin Wireless Alliance (organizer, founding member)
- Bootstrap Austin
- Digital Convergence Initiative of Central Texas
- Carnival of the Mobilists
- Java Community Process
- Mobile Monday Austin (organizer and founder)
- Android Dev 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 Tecnologico de Monterrey, Mexico,
- Idioma (Advisor)
- GameUp (Advisor)
- SXSW Interaction (Advisor, curator)
- Austin Mobile Scene (organizer)
- Very active and vocal in the wireless mobility industry and community in general.

Some of my speaking Engagements

- 2011 - Mobile 2 Event
- 2011 - Google I/O Extended Austin
- 2011 - IEEE Austin Chapter
- 2011 - SXSW Interactive
- 2011 - InnoTech, San Antonio
- 2010 - InnoTech 2010, Austin
- 2010 - SXSW Interactive
- 2009 - On-Demand Data Conference, MobileMonday Austin
- 2008 - Mobile 2.0, Mobile and Embedded Developer Days, Design 4 Mobile, MobileWidget Camp, TecnolÃ³gico de Monterrey
- 2007 - JavaOne Motorola Keynote, various MobileMondays
- 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 works 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 (Android, Java, jQuery 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 with specialty on jQuery Mobile), 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.

Bussiness 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.

As Advisor

I advise companies on all things mobile. Some of the companies or organizations that I provide advise to include: idioma, Appficient, Austin Technology Incubator, Austin Chamber of Commerce, GameUp, and SXSW Interactive.

Team Management

Buildig teams, people management, development operations, mentoring/coaching, working and management of global teams.

Other

A very passionate individuals when it comes to (mobile and wireless) technologies. Detailed-oriented and very particular when it comes to (beauty of) design and coding approaches and practices. Experience with developer communities. Fully bilingual in Spanish and English. Management and individual contributor. Team-oriented. Good writing and speaking skills; blogger and writer.

Related

- About Me - <http://about.me/cenriqueortiz>
- 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>
- About C. Enrique Ortiz - <http://weblog.cenriqueortiz.com/about> (Weblog)

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