David Nason

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Summary

C-level Technology Executive with extensive experience ranging from early-stage and high-growth companies to large multi-national corporations; with deep hands-on technology expertise and proven abilities in information technology, software design and architecture, information security, procedures and practices, intellectual property strategy, project organization, business operations, technical vision, and leadership; with proven success in creation, implementation, and execution while establishing a strong leadership culture required to create competitive advantages and achieve corporate objectives.

Overview

- Executive Leader with a track record of demonstrated success defining and realizing strategies, and bridging the space between **Strategic Vision**, **Business Practice**, and **Product Implementation**.
- Senior Technologist with demonstrated success directing technology initiatives that produce high levels of performance and profitability; strong **Technology Management** experience.
- Enthusiastic leader, with proven ability to build, challenge and motivate teams in order to maximize levels of productivity; **Leadership** mentor and coach.
- Recognized for pioneering **Innovative Solutions** with deep understanding of how technology impacts business.
- Experienced at:
  - starting and building technology companies; excellent **Presentation and Communication** skills; successful role in startup **Angel and Venture** activities
  - successfully managing teams for small, fast-paced projects as well as large, multi-national projects; **Management of Large Teams and Projects**
  - designing, modeling and managing the **Product Development Life Cycle** from inception to commercial delivery of world-class product; in-depth hands-on knowledge of software development processes and methodologies (such as Agile / Scrum / XP / Lean,, Rapid Application Development, and Test-Driven Development) and software product release best practices; **Agile Software Development; Software Development Life Cycle; Software Process and Project Management**
  - successfully developing **Intellectual Property** portfolios; preparing and prosecuting **Patent and Trademark Applications**
  - optimizing IT **Operations**, managing business **Risk and Compliance**, and IT **Cost and Performance; SEO / SEM**
  - **Mobile Development** (Cordova/PhoneGap, Xcode, Android Studio)
  - **Software / Web Development** (Node.js, Angular, React, Redux, ASP.Net, C/C++/C#, Unity, JQuery, Javascript, XML, PHP, SQL)
  - Project details available at http://www.nason.net/projects/
- **25 U.S. Patents** and **10 International Patents Issued**, additional Patents Pending
  - Patent details available at http://www.nason.net/patents/

Specialties

- **Artificial Intelligence** – machine learning, neural networks, natural language processing in probability networks and predictive analytics applications
- **Automotive Informatics** – sensor fusion, image and lidar data analysis for scenario-recognition in collision-avoidance and autonomous-driving technologies
- **BioTech** – virtual biopsy, image and signal processing and 3d parametric rendering to identify and differentiate between benign and malignant cancer cells
- **Blockchain Platforms** – security tokens, smart contracts, KYC, and decentralized application architectures
- **Cybersecurity** – security and anti-malware applications, and integrating security practices and continuous improvement into the software development process
- **Facial Recognition** – infrared imagery and 3d mapping for onsite and edge security systems
- **IoT and Edge Strategies** – AIoT / IIoT / IoHT / edgeAI – environmental and utility sensors integrated into mesh and edge sensor networks
- **Gamification** and use of behavioral nudging principles

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Skills

- Strategic Planning
- Technology Roadmap and Product Planning
- Technology Assessment, Audit, Health Check and Due Diligence
- Emerging Technology Evaluation
- Technology Vision and Leadership
- Patent and Intellectual Property Analysis and Development
- Technology Project and Product Management
- Business Risk and Compliance Management
- Technology Cost and Performance Management
- Software Development and Quality Assurance Life Cycle
- Agile Software Development and Project Management
- Web / eCommerce Design and Development

Experience

Scoutr
Chief Technology Officer

2022 – present
Raleigh, NC

- Co-Founder / Investor
- CTO / Chief Technologist developing strategy for short and long-term technology goals
- Lead the research and development teams in new and emerging technology development
- Technical evangelist

Scoutr helps connect the right candidates with the right employers using ethical and trustworthy AI, with bias-free matching algorithms, incorporating predictive analytics and probability matching with natural language processing to provide complete-picture skill, work-style, and culture-fit assessments.

▪ From the employer's perspective, Scoutr is where high-tech meets high-touch — a talent ranking and presentation tool designed to match the perfect candidate to your team.

▪ From the candidate's perspective, Scoutr matches you directly with positions that fit your skills, experience, work and culture styles, ensuring you find a job with a team that feels right.

BLDG25
Chief Technology Officer

2014 – 2022
Raleigh, NC

- CTO / Chief Technologist developing strategy for short and long-term technology goals
- Lead the research and development teams in new and emerging technology development
- Technical evangelist

BLDG25 is a new kind of experience design firm which combines a background in exploratory and creative game design with behavioral science and enterprise business management to solve tomorrow's big business challenges. Whether manufacturing, cybersecurity, health, or financial services, BLDG25 creates the right experiences for the Age of Data. At BLDG25, I led a team composed of industry experts in a range of design disciplines, with a broad base of knowledge, skills, and expertise; and a sole focus: creating business value. BLDG25's Game Design DNA is the foundation of a Behavioral Science approach to Immersive Design supported by deep enterprise level business management expertise and the best of emerging tech. BLDG25 crafts experiences that align with what customers want to do, then wraps them up in fun. Projects include web and app development for e-learning, e-commerce, banking, virtual/augmented reality, and gamification. BLDG25's clients range from small firms to Fortune 500 companies looking for creative solutions that solve their toughest business challenges and move their businesses forward.

Savii, Inc.
Chief Technology Officer

2015 – 2017
Raleigh, NC

- CTO / Chief Technologist developing technology strategy and product roadmap
- Solutions architect
- Acquired by HAS Technology Group

At Savii, led a multi-national team of subject-matter experts designing and building Savii Care, web, and mobile end-to-end workflow management tools for private duty home care agencies. Savii Care simplifies and supports the work of caregivers, supervisors, and managers by consolidating multiple tools in a SaaS platform. Savii Care's streamlined solutions allow care providers to focus on delivering exceptional client care. Savii Care is software that caregivers LOVE to use. Savii is passionate about delivering web and mobile applications that enable the user community to work smarter, deliver better care, and address the ever-present challenge of care communication. Savii's streamlined solution allows care providers to focus on delivering exceptional client care.

Nason.net Consultants
Principal

2002 – present
Durham, NC / Bainbridge Island, WA

- Fractional CTO / COO Services
- Patent and Intellectual Property Development and Analysis and Due Diligence
- Technology Product and Project Management

Nason.net provides technology executive services - Chief Technology Officer (CTO) and Chief Operating Officer (COO) - to small and medium sized companies and non-profit organizations, advancing the company's vision, strategy, intellectual property, software and architecture, and performing advanced technology assessment and research, technical due diligence, fund-raising, and business development assessments, as well as providing start-ups and other high-growth organizations with strong skills in the strategic, tactical, and management aspects of information technology and the technology planning and management expertise required to build and execute a technology-based business plan. Nason.net also provides small organizations with high-caliber product management and software / web development assets and has engaged with companies ranging from pre-seed startups to multi- $Ms in revenue.

- **ArtsPerfect** – **fractional CTO** – 2015-2017 – simplifies the process of finding and buying art and wall décor - for consumers, businesses, and clients of interior-design agencies. ArtsPerfect's web and SaaS model helps customers save time, reducing costs and enhancing their ability to find the art that matches their needs and desires. Innovative web and mobile sales channels, utilizing PHP and MySQL interfaces with PrestaShop eCommerce Marketplace, promote the buying decision and improve the customer experience based on superior personalization, search, product visualization and merchandising of the product.

- **LivingCare** – **fractional CTO** – 2012-2014 – designed and implemented branding and web presence for the corporate headquarters and each of eight properties in Washington, Oregon, California, Texas, and Hawaii. Designed, built and deployed websites (PHP, MySQL), including highly successful SEO/SEM and Google/Bing analytics campaigns, as well as complete restructuring of IT infrastructure in legacy properties and deployment of cutting-edge IT infrastructure and collaborative intranet.

- **SlingShop** – **fractional CTO** – 2012-2014 – developed Web and IT strategies and led development of *Diggity.com* social content-management site (MSVC ASP.Net, MySQL, NoSQL, using AWS, Rackspace, MongoDB), *Currently.am* interest-based social-aggregator site (PHP, MySQL) and product catalog (Amazon/Zend) , and *Fanatic.co* social sports app (iPhone, Xcode, Objective-C).

- **Alliance Enterprises** – **fractional COO** – 2009-2011 – directed operational policies, objectives, initiatives, and the development of the organization to ensure future growth. Led the company's day-to-day operating activities, including revenue and sales growth, cost and margin control, attainment of short- and long-term financial and operational goals, and maintaining focus and alignment with customer and market needs. Restructured the company to align it with market and product goals, and instituted best practices for all departments, from product development and testing, to customer relations, HR, finance and infrastructure. Reorganized software engineering to implement Agile methods to more effectively develop the company's web-based *Aware* case management system product line.

- **Conenza** – **fractional CTO** – 2007-2008 – led the development of the *Conenza Community Platform* (Cocoon, Spring, Hibernate, Java) for enterprises, implementing best-practices expertise and Agile software development to create a trusted online community where professional and personal connections, collaboration and business opportunities thrive, driving successfully to complete production and delivery to Conenza's first customers: Accenture, Goldman Sachs, and Genentech. Developed technology strategy, established vision, objectives, and strategies for technology development, and defined and implemented international product strategy. Evangelist in fundraising, marketing, and business development, and established strategic relationships for investment and product adoption. Led the enterprise-wide software development organization including on- and off-shore personnel (Seattle, Bangalore).

- **iNuntius** – **consulting Vice President of Product Development** – 2003-2004 – led teams of talented engineers, business professionals and industry visionaries with extensive experience in successfully launching and deploying new technologies and products. iNuntius' *Tornado* high-performance VoIP (SIP) enhanced message and communication solutions include email, voicemail, faxing, paging, and short text messaging to empower consumers by allowing them access to messages, content, and information from any device and location. Acquired by largest customer: Voicecom.

Robust Decisions, Inc. (dba RDI Labs)
Chief Operating Officer & Chief Technology Officer

2011 - 2015
Seattle, WA / Portland, OR

- Co-founder
- CTO / Chief technologist developing technology strategy and product roadmap
- Chief operating officer establishing corporate vision, objectives, and strategies
- Developed and prosecuted intellectual property portfolio
- Principal developer of all software products, demos and APIs

- Technical evangelist in sales, marketing, and business development
- Author on 1 issued US Patent and 5 US Patents Pending
- Company and IP acquired by Intellectual Ventures consortium

At RDI Labs, developed software methods capable of revolutionizing how information systems capture, filter, retrieve, analyze, and present quantitative and qualitative data. RDI's Query Engine™ provides unique and significant value across several very large vertical software segments. Examples include social media (e.g., social media monitoring and social media marketing), search applications (e.g., ecommerce, travel and enterprise search), matching applications (e.g., job matching, dating and social networking) and selected enterprise software applications (e.g., business intelligence and customer relationship management). Unlike today's search processes which too often generate no results or too many un-ranked results, RDI's technologies enable existing search technologies to present users with true rank-ordered and single best match results. RDI's advanced search technology turns "search" into "find." RDI has one issued U.S. Patent and 5 additional Patents Pending.

TeraHop Networks, Inc.
Interim CEO, Chief Operating Officer & Chief Technology Officer

2009 - 2011
Seattle, WA / Alpharetta, GA

- Interim CEO and COO managing the organization and providing interface directly with the board
- CTO / Chief Technologist defining and implementing product strategy
- Established corporate vision, objectives, and strategies
- Developed technology strategy and product roadmap
- Developed and prosecuted intellectual property portfolio
- Led the research team in new technology invention and development
- Company and IP portfolio acquired by Google

Led teams to successful execution, developing and delivering products to take advantage of TeraHop Networks' expertise in wireless ad-hoc mesh networks (WAMNETs). TeraHop Networks is a leading manufacturer of portable networking devices for people-tracking and asset-monitoring. Companies in the construction, transportation, manufacturing, emergency response and mining industries use the proprietary, non-subscription technology to cut costs and reduce waste by monitoring the location and condition of their mobile assets and personnel. TeraHop's unique products are ready to install "out of the box" without requiring line power, Wi-Fi networks or cellular connectivity - giving companies a reliable and affordable way to integrate existing software and platforms and extend their current software investment. As COO, established TeraHop's objectives, plans, and policies. Managed the operation of all departments, including project management, product development, finance, and operations, to ensure alignment with customer and market needs. Provided guidance, direction, and authorization to carry out major plans and procedures. As CTO, provided strategic and tactical direction for all technology developments, leading product development, hardware and software engineering, and testing activities. TeraHop has offices in Seattle, Washington and Alpharetta, Georgia.

Google
Senior Solutions Consultant

2008 - 2011
Seattle, WA

- Drove cross-functional alignment on team processes and launch readiness of new product features

Served as a technical and functional lead on multiple implementation and integration efforts focusing on financial services clients (blockchain-based platforms, advanced search and recommendation features (natural language processing, machine learning and neural networks) and Google X projects (Google Brain and Neural Machine Translation). Took a client-focused approach to all stages of the software development lifecycle, including requirements gathering, systems design, development, and testing.

DeltaPoint, Inc.
Chief Technology Officer

2008 – 2010
Seattle, WA / Portland, OR

- Co-founder
- Developed technology strategy and roadmap
- Established vision, objectives, and strategies for technology development
- Defined and implemented international product strategy
- Evangelist in fundraising, marketing, and business development
- Established strategic relationships for investment and product adoption
- Company and IP acquired by medical research institution in 2010

Developed and evangelized DeltaPoint's unique and ground-breaking medical software technology. An early stage medical technology company based in Portland, Oregon, developing a non-invasive method for diagnosing and monitoring cancer. DeltaPoint commercialized a patent-pending cancer diagnostic imaging biomarker – by analyzing dynamic contrast enhanced magnetic resonance imaging (DCE-MRI) data. The biomarker is the first to reliably and non-invasively discriminate benign from malignant tumors. The company initially focused on the breast cancer market.

eAcceleration Corp.

Chief Operating Officer and Chief Technology Officer

2004 - 2007
Poulsbo, WA

- Established vision, objectives, and strategies for technology development
- Defined and implemented international product strategy
- Developed and prosecuted intellectual property portfolio
- Led the research team in new technology invention and development
- Led enterprise-wide software development organization consisting of local and remote development teams (Seattle, Kiev, Moscow, Dubna)
- Established world-class real-time customer and technical support organization
- Reversed negative cash-flow, reaching $5M profit ($20M revenue)
- Reversed customer attrition, resulting in net 50k annual customer-base growth
- Author on 1 issued US Patent and multiple US Patents Pending

As both Chief Operating Officer and Chief Technology Officer at this computer security software company, managed and directed the operations of this matrix-style organization toward its business goals, established company vision, objectives and strategies, and managed the operations of all departments to ensure alignment with customer and market needs. Led product development, software engineering, and testing activities, determined security policies, analyzed new technologies and ran competitive analyses, focusing manpower on high-level goals. Resolved major organization and technology issues, stemmed substantial and growing losses in revenue and customer base, reorganized the company into a matrix organization and reengineered the software product lines, achieving a dramatic increase in accountability and productivity with resulting increases in customer acquisition and retention and company profitability.

Amazon.com

Senior Technical Advisor

2002 - 2004
Seattle, WA

- Developed technology and intellectual property strategy
- Led architecture and design of infrastructure to scale to thousands of transactions per second

Led the Item Management Group – responsible for the Amazon virtual catalog – any product that goes on the Amazon.com website – 50 million+ items and growing, as well as providing the basis for the cloud infrastructure of Amazon Web Services (AWS). Through this front end of the supply chain, Amazon has expanded from selling books, to CDs and DVDs, then to selling electronics, apparel, sporting goods, jewelry, foods, prescription drugs, home and garden products.

Medius, Inc.

Chief Technology Officer

2002 - 2003
Seattle, WA

- Co-Founder
- Inventor of core technology
- Developed technology and intellectual property strategy

Principal architect of Medius' patent-pending real-time Critical Decision Systems. Built and led the research and development teams that created the Medius Software Platform and the SDKs that enable partners (Ford, Jaguar, and Volvo) and customers to roll out applications and services. Medius' patented technologies include multi-sensor fusion, image processing, feature extraction, and threat assessment.

xSides Corporation

Chief Technology Officer and Chief Scientist, Co-Founder

1993 - 2002
Seattle, WA

- Co-founder
- Invented, developed, and patented core xSides technologies
- Company and IP spin-off from Packard Bell NEC
- Developed technology strategy
- Developed and prosecuted intellectual property portfolio
- Invented and patented secure display and I/O technologies
- Architected secure microkernel and enterprise security products
- Author on 24 issued US Patents, 10 issued International Patents, additional Patents Pending

Founder and Chief Technology Officer of this technology startup company spun off from Packard Bell NEC, inventor and principal architect of xSides Corporation's unique and proprietary display technologies and the author of its intellectual property

portfolio. Built and led the research and development teams that created the xSides software platform and the APIs that enable clients and third-party developers to roll out applications and services integrated into the xSides platform.

The xSides platform is a patented technology that takes control of the screen display away, separate from the installed operating-system and provides the highest level of screen priority and security to customer offerings, creating a more convenient and secure channel for the delivery of corporate communications, applications, web-based services, and protected digital content.

Packard Bell NEC – Vice President of Development
1994 - 1998

- o Architected Packard Bell NEC Navigator product line - shipped over 50 million copies
- o Localized software products in 28 languages
- o Developed data mechanisms to flexibly support all locales, including multiple-language, from single product release
- o Managed world-wide software development organization consisting of local and remote development teams (Seattle, Los Angeles, Tokyo, Tel Aviv, Singapore)
- o new dba/spinoff in 1998

Led software development strategy at Packard Bell NEC's User Interface Division (formed by acquisition of Ark Interface); principal software architect of their well-known product offerings, including Packard Bell Navigator and Planet Oasis. These products shipped on more than 50 million machines in 5 years, in 28 languages on 6 continents, selling in retail outlets worldwide and bundled on 3 major OEM brands. Packard Bell NEC (and Ark Interface) products were compatible with all Windows platforms, and were designed to include the most cutting-edge application and internet technologies. Led R&D team in new technology innovation and product development.

Ark Interface, Inc. – Vice President of Development and Chief Engineer
1993 – 1994

- o Architected Ark Workspace and Ark Kidspace - retail "shrink-wrapped" products
- o Architected Packard Bell Navigator product line - received critical acclaim worldwide
- o Developed technology and intellectual property strategy
- o Established technical exchange and interaction with strategic partners worldwide
- o Established system design, software process and practices
- o Company and IP acquired by Packard Bell

Principal architect of Ark Interface's well-known product lines and brand-specific products, such as Ark Workspace, Ark Kidspace, Packard Bell Navigator, Epson FocalPoint, and NEC's Kidspace and Deskspace received critical acclaim. After acquisition by Packard Bell Corporation, grew from a small design and development team into a world-class development division. Organized the development operations strategy and built key corporate partnerships.

Software Grove Corporation
1993 - 1994
Vice President of Research & Development, Co-Founder
Redmond, WA

- ▪ Co-founder and inventor of core technology
- ▪ Real-Time chat and email communications system
- ▪ One of the first internet systems to interface with VoiceMail systems
- ▪ Developed technology and intellectual property strategy
- ▪ Company was acquired by largest client: Egghead

Architect and developer of Software Grove Corporation's popular Messages product line, a family of user-friendly and graphical electronic mail and real-time chat products. Established the company's product design and development strategy until the company and its intellectual property were sold in 1994.

Scott & Scott Systems, Inc.
1990 - 1993
Manager of Advanced Technologies, Principal Analyst
Seattle, WA

- ▪ Developed technology and product strategy
- ▪ Established new strategic relationships for technology adoption
- ▪ Managed research and development organization of 12 software and power engineers
- ▪ Architected Windows and AIX applications for worldwide distribution
- ▪ Company and IP acquired by R.W.Beck (sub of SAIC)

Designed and developed Scott & Scott's power engineering products, including Distribution Primary Analysis and Graphics (DPA/G), Contingency Analysis, and Optimal Switching Analysis: a family of interactive products designed for engineers to be used for short- and long-range planning, design, simulation and operation studies of electrical distribution systems. Created the Advanced Technologies division, developing new products and expanding the existing product line onto new, high-end platforms. These new products were designed and developed to create a real-time interactive electrical distribution analysis system networking with SCADA systems.

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Microsoft Corporation
Technical Director, Multimedia

1988 - 1990
Redmond, WA

- Architected Macintosh and Windows multimedia applications, including Microsoft Bookshelf and The Multimedia Encyclopedia (Encarta)
- Designed Windows multimedia application toolkit
- Managed strategic relationships with fledgling CDROM industry
- Developed strategic and marketing strategy for multimedia (CDROM) software development

As the Technical Director of Microsoft's Multimedia (CD-ROM) division, spearheaded early efforts in multimedia development, designing and building Microsoft's multimedia tools and first interactive media titles, including Microsoft Bookshelf and The Multimedia Encyclopedia (Encarta). As architect of the Multimedia division's developments on the PC and Macintosh, created and led a development team with the mandate to design and build the next generation of world class multimedia authoring tools.

Carnegie Mellon University
Research Scientist

1982 - 1988
Pittsburgh, PA

- Researcher and architect; developed core components of Mach operating system
- Developed encryption and compression components of Universal Library project
- Managed technology and product strategy and relationships for Library of Congress project

As a Research Scientist on the SPICE and Mach research and development projects, designed and developed components of the Accent kernel, the user interface, process control, and screen manager and their subsequent port into the Mach operating environment. The SPICE project, transitioned into the Mach Project in 1986, is widely considered the basis of the NeXT computer and the core design foundation of Microsoft's NT-based operating systems. Mach's derivatives are still in use in commercial operating systems such as NextStep and OpenStep, and most notably, Mac OS X. Working with the Robotics Institute and the Library of Congress, developed the encryption and compression routines for the Universal Library Project to provide Internet access to paper-based books and periodicals and other authored works.

US Army

1971 - 1980

- US Army Officer – 11A5S – 1974 – 1980
- OCS – 1974
- Operator – 11B3V – 1971 – 1974

Education

Carnegie Mellon University School of Computer Science, Master of Science – MS, Computer Science
Carnegie Mellon University, Bachelor of Science – BS, Applied Mathematics and Computer Science

Accredited Investor

AngelList, Member & Investor, 2021 – present
MicroVentures, Member & Investor, 2019 – present
Keiretsu Forum, Member & Investor, 2008 – 2014

Board Member

Cooking Up Character, Board of Directors, 2021 – present
West Sound Technology Association (WSTA), Advisory Board, 2004 – 2015
Seattle YMCA, Board of Directors, 2008 – 2010
International Youth Hall of Fame, Board of Directors, 1996 – 2004
On the Go Technologies, Strategic Advisory Board, 2011 – 2013
Feral Motion, Strategic Advisory Board, 2011 – 2013

Affiliations

West Sound Technology Association (WSTA), 2004 – 2015

Washington Technology Industry Association (WTIA), 1993 – 2013

Association for Computing Machinery, Security, Audit and Control, SIGSAC, 2001 – present

Association for Computing Machinery, Computers and Society, SIGCAS, 2001 – present

Association for Computing Machinery, Algorithms and Computational Theory, SIGACT, 1999 – present

Association for Computing Machinery, Computer-Human Interaction, SIGCHI, 1993 – present

Association for Computing Machinery, Computer Graphics, SIGGRAPH, 1983 – present

Institute of Electrical and Electronics Engineers, Computer Society, 1985 – present

Patents

25 U.S. Patents and **10** International Patents Issued

Additional Patents Pending - Complete details available at http://www.nason.net/patents/.