

# WAYNE B. NORRIS

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**OBJECTIVE: PROGRAM / PROJECT / PRODUCT MANAGEMENT POSITION WITH AN AGGRESSIVE COMPANY.**

## FUNCTIONS:

- Project and Program Management
- Shareholder and Media Relations
- Strategic Planning
- Financial and Operations Analysis
- Senior Computer Systems Analyst
- Research Scientist
- Environmental Scientist
- Intellectual Property Development
- Over \$15 Million in Technology Sales
- Marketing
- Business Planning
- ISO-9001, SEI/CMM

## INDUSTRY EXPERIENCE:

- Aerospace
- Software
- Retail / POS / Restaurant
- Defense
- Dot-Com
- Biomedical
- Telephony
- Stocks
- Environmental
- E-Cash
- International
- Outsourcing
- Consulting Services
- Oil & Gas
- Airline Security

## HIGHLIGHTS:

Thirty-three years of experience in management, business, engineering, and research. I have managed from 4 to 80 people, delivering dozens of projects on-time and on-budget.

POSITION HELD	NUMBER OF INCUMBENCIES	YEARS OF SERVICE
President / CEO	Twice	4 years
Vice President	Twice	6 years
Chief Technology Officer	Once	5½ years
R&D Manager	Once	1½ years
Division Manager	Once	1½ years
Senior Product Manager	Once	1 year
Senior Scientist	Once	2 years

Sales Total / Successful Proposals: ..... More Than \$15 Million  
Proposals Authored: ..... 250..... Successful: ..... 50  
Largest Successful Proposal: ..... \$7.5 Million  
Number Of Successful Proposals Over \$1 Million ..... 3  
Public Speeches and Lectures Given ..... More Than 100  
Business Plans Authored: ..... 4 Patents Authored: ..... 4  
Marketing Plans Authored: ..... 8 Trade Show Presentations: ..... 12  
ISO-9001 Plans Authored ..... 2 SEI/CMM Assessments Authored ..... 1  
Environmental Plans Authored ..... 13 Expert Witness Cases ..... 25

## EMPLOYMENT HISTORY

### Management Consultant, Several Established and Startup Firms, 2002-2003

I currently work with several established and startup firms, providing accounting and management consulting, technical consulting, business plan development, and promotional assistance. The established firms are in the laundry services and medical device sectors, and the startup firms are in the local telephone service, medical imaging, electronic cash, and nuclear waste management sectors.

### **Expert Witness, 1995 - 2003**

I provide expert witness services in cases in state and federal courts involving management, technology, intellectual property, and computer issues.

### **Acting Controller, Chief Financial Officer, The Total Link, 2002**

The Total Link is a telecommunications reseller in the Competitive Local Exchange Carrier [CLEC] industry in the Bell South area. My work includes preparation of telephone tariffs for regulatory agencies the States and for the FCC.

### **Program Manager, Advantage Computer Systems, Inc., 2001 - 2002**

Advantage produces Point-of-Sale, back office, and accounting software for the wholesale and retail lumber, home center, hardware, apparel, and food industries, with 1,500 installations worldwide.

I was the project manager for the team developing the J2EE core of their Version 5. I coordinated the California and Texas teams, managing features, budgets, schedules, and staffing.

### **Senior Program Manager, 3DstockCharts.com [July 2000 – April 2001]**

3DstockCharts.com produces real-time 3-D displays of Level-2 stock prices on the major Electronic Communication Networks [ECNs]. The site is used by stock traders worldwide.

I was responsible for project and engineering management, determining product and engineering content, creating and implementing engineering life cycle procedures, qualifying and managing outsourced and distributed development resources, budgeting and scheduling, coordinating engineering standards, job costing, and staffing. I was also responsible for identification of patentable technologies, and I identified and prepared four utility patent applications.

### **Research & Development Manager, Biopac Systems, Inc., Goleta, CA [March 1999 - July 2000]**

Biopac Systems manufactures a line of medical instruments for research and education. Biopac equipment includes equipment to monitor and record over 40 electrophysiologic channels including heartbeat, EEG, EKG, EMG, plethysmograph, and numerous others.

My responsibilities included management of the newest release of the core product. I managed a group of 11 engineers developing software and hardware, including three engineers working remotely from Russia. I chaired the weekly company management meetings, launched the company Intranet, established and staffed the Quality Assurance department, created software development life cycle procedures, including ISO 9001 procedures and Version Control, established a company Internship program, managed schedules and budgets, and determined compensation strategies, bonus practices, and related HR policies.

### **Vice President, Emulation Systems, Inc., Santa Maria, CA 1998 [January – September 1998]**

Emulation Systems, Inc. built aircraft and truck simulators for use in the US Government, civilian training, and entertainment industries. Our products included FAA certificated simulators for Cessna 172 and 182 aircraft, plus realistic simulators for the F-18, Cessna 210, and Beech 19 series of aircraft, the Hughes 500 series helicopters, as well as truck-mounted spray-boom applicators. All simulators had full-featured, high-resolution terrain graphics and full control loading, as well as full Jeppeson navaid and terminal databases.

My responsibilities included management of Engineering, R&D, Manufacturing, and Customer Support. I was responsible for costs, schedules, milestones, and staff assignments. I also did extensive reviews of the C code, mathematical algorithms, and physics models.

## **Vice President, Chief Technology Officer, Typhoon Software, Santa Barbara, CA, 1992 - 1997**

I managed 80 people, including 55 computer scientists and managers located in St. Petersburg, Russia. We performed 57 software development projects for 41 U.S. customers over a 5½ year period, including 7 Fortune 500 companies.

Typhoon at the time was the world's largest supplier of Russian software and engineering talent. Environments included Windows 3.x, 95, and NT, OS/2, UNIX, AS400, DOS, and Mac OS. Languages included SQL Server, Oracle, VB/Crystal Reports, VBA, Access, Delphi, C/C++, RPG400, and assembler for embedded micro-processors.

My largest single project was managing 35 engineers in a multi-year effort in support of Harris Digital Telephone Systems projects. Our work included a white-box development to build a turnkey prepaid telephone credit card system for MCI that was installed in Istanbul, Turkey, Dohar, Qatar, Beijing, China, and Toronto, Canada. I also managed the development of the world's most successful PLM-to-C translator, a European ISDN tele-set, and more than 10 additional projects.

Projects included decision management, MRP, and database systems for the banking, medical, legal, printing, automotive, law enforcement, and retail communities, Internet applications, speech recognition, multimedia, device drivers, telephony, screen savers, porting between systems and languages, algorithm development, and educational software. Retail products included: IBM ViaVoice add-ins for Word, Word Perfect, and GroupWise; and *Always With You*, a custom screen saver.

I managed the DOS-to-Windows migration of major parts of Cougar Mountain's accounting software package. I also managed the development and delivery to Xerox Business Systems of a printing industry MRP system featuring integration to HR, Inventory, Timekeeping, Fixed Assets, and General Ledger. The system was installed for the LA Unified School System, Microsoft, and other clients.

I also managed a successful 8-person, 4-month proposal for a \$7.5 million rewrite of the entire Guam government accounting software environment, including data mining and document management.

## **Director of Federal Systems Division, ExperTelligence, Inc., Santa Barbara, CA, 1990-1991**

I managed the largest object-oriented hypertext software development project ever undertaken for the US Government, Dynamic Documents™, for a National Security customer. We delivered a prototype under Fixed Price protocols, and then negotiated a multi-million-dollar Cost Plus follow-on contract for the next several years. My responsibilities included project management, budgeting, scheduling, Government reporting, security management, and technical management.

## **Member of Technical Staff, General Research Corporation, Santa Barbara, CA, 1986 - 1989**

- Founder and manager of the Robotic Software Department at a GRC subsidiary, Semifab, Inc.
- Proposal manager of multiple Cost Plus projects within the National Security community.
- Marketing, especially to the Defense and National Security communities. I conducted seminars in new research findings for potential customers throughout the U.S., and coordinated numerous marketing programs.
- Physics research

## **EDUCATION**

- University of California, Santa Barbara: B.A. Physics
- Santa Barbara City College: Courses leading to designation as a CPA
- Microsoft Certified Professional [MCP] designation

- University of Texas, Austin: Professional Certificate, HAZOPS and Risk and Management
- Defense Department Industrial Security Institute, Honolulu, HI: Security Management Certificate
- UCSB: Post-graduate work in Advanced Math and Physics, Human Factors and Ergonomics

### **OTHER MANAGEMENT EXPERIENCE**

#### **President, Norris Associates, Consultants, 1976-1978**

I created and ran an environmental and engineering consulting firm with 6 employees. Projects included residential developments, a power plant in Omaha, NE, a sewage system in Los Angeles, CA, and oil drilling offshore Orange County, CA. We developed oceanographic, thermal plume, and atmospheric chemistry software and used fuzzy set theory to model governmental decision making.

### **TECHNICAL EXPERIENCE SUMMARY**

Computer programming in twenty-seven different environments, including Windows, DOS, Linux, Solaris, and embedded systems, in thirty languages, including C, C++, Java, Visual Basic, and numerous assembly languages.

Research and applied physics in numerous areas, including electromagnetics, air and water quality, aerodynamics, and mechanics.

Technical resume available on request, or please refer to my website, <http://WayneBNorris.com/index1.html>.