



Duane Ford

Technology Product Management
Systems Consultant / Sales
Software Development

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PROFILE

- ▶ Eleven years of comprehensive experience in product development, product management, product marketing and sales of software / hardware systems, services and technologies, with an emphasis on digital audio / video for computer software applications, digital audio hardware, embedded audio chips and consumer electronics devices
- ▶ Highly experienced in the management and marketing of software development kits (SDK) for application developers, from an audio rendering engine API (application programming interface) for game developers to embedded audio synthesis and digital signal processing (DSP) technologies for original equipment manufacturers
- ▶ Adept at presenting and communicating product features, benefits, issues, solutions and technical concepts through presentations, white papers, technical articles, marketing requirements, product requirements and other documents
- ▶ Instrumental in promoting teamwork to succeed with next-generation concepts, leading to market-defining products
- ▶ Skilled at custom sales, design, engineering and project management of large systems integration projects
- ▶ Knowledgeable in the creation of web sites, logos, styles and marketing collateral for small businesses and start-ups
- ▶ Engaged in the development of mobile software applications for the Apple iPhone and iPod Touch platforms
- ▶ Skilled at the evangelizing of hardware and software technologies both internally and externally, helping to overcome and bridge the gaps in knowledge often found between marketing and engineering groups
- ▶ Proficient at identifying and researching the application of new technologies for business development and generating new product ideas and engineering design concepts

CHIEF TECHNOLOGY OFFICER

2008 - PRESENT

INTERPRET EARTH LLC - SCOTTSDALE, ARIZONA

- ▶ Founder of Interpret Earth, a company where interpretive nature education and technology come together
- ▶ Defining and developing next-generation electronic field-guides for deployment on iPhone/iPod touch mobile devices
- ▶ Coding SQL driven software application while leveraging next-generation mobile device hardware and technologies
- ▶ Creating *eMAILpicker.com* to help the average individual understand how to obtain their own private domain email
- ▶ Producing websites, logos and all marketing collateral for Interpret Earth, Interpret Nature and eMAILpicker
- ▶ Promoting new business model for rapid website design and hosting; for individuals, startups and small businesses

DATABASE / SYSTEMS CONSULTANT

2007 - PRESENT

INDEPENDENT CONTRACTOR FOR ABACUS PRIME - GOLD CANYON AND SCOTTSDALE, ARIZONA

- ▶ Consulting on the development of an SQL client / server database design, leading to more efficient data management
- ▶ Defining custom data models, rules and nomenclature for creation of large vendor specific data sets
- ▶ Engineering custom configurations of product signal schematics for seamless integration into industry specific applications such as *D-tools Navigator*, a software application for system integration
- ▶ Designing custom engineered systems for *Salez Toolz*, for budgeting and estimation of custom sales projects
- ▶ Engineering complete data sets for use in software system design tools used by engineers and system designers

SYSTEMS CONSULTANT / CUSTOM SALES ENGINEER

2004 - 2007

ARTISAN CINEMA AND SOUND - SCOTTSDALE, ARIZONA

- ▶ Designed, engineered and integrated low-voltage systems for custom and commercial clients, including, but not limited to home theaters, media rooms, audio / video distribution, lighting control, computer systems, computer networks, phone networks, security systems and complete system automation; some buildings exceeded 12K sq. ft.
- ▶ Implemented, managed and educated management and fellow employees on the use of the industry standard systems integration software for handling the processes of design, engineering, estimating, documentation, procurement and installation of complex low-voltage systems
- ▶ Consulted and advised team members on the best technological solutions for given design challenges and problems
- ▶ Consistently generated leads, produced competitive bids and closed individual sales; led to projects exceeding \$400K
- ▶ Project-managed projects from start to finish through every phase of the process, from initial proposal to final install
- ▶ Designed and programmed graphical user interfaces (GUIs) to customize and provide ease-of-use for varied clientele and programmed integrated system controllers for complete home and systems automation
- ▶ Designed, created and managed company's marketing collateral, including logos, website, brochures, ads, articles, business cards, presentations, and building / vehicle signage; designed and managed the creation of company website

SYSTEMS DESIGN / CUSTOM SALES

2003 - 2004

SOUNDS LIKE MUSIC - PHOENIX, ARIZONA

- ▶ Designed and integrated high-end custom audio and video systems for home theaters, media rooms, music rooms, audio / video distribution and system automation
- ▶ Consistently generated leads, designed competitive systems and closed individual sales
- ▶ Project-managed the procurement, delivery and installation of sales projects for residential clients

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PROFESSIONAL EXPERIENCE

PROFESSIONAL
EXPERIENCE
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WEB DESIGN CONTRACTOR / SYSTEMS CONSULTANT 2002 - 2003
METAVIRTUAL SERVICES, [DBA DUANE FORD] - SANTA CRUZ, CALIFORNIA AND SCOTTSDALE, ARIZONA

- ▶ Designed, constructed and coded web sites for small businesses and non-profit organizations
- ▶ Consulted on web usability and marketing advice on the design of web sites, including logo design and style
- ▶ Designed and engineered custom home theaters and media rooms for individual and family homes

PRODUCT MARKETING MANAGER / PRODUCT MANAGER / TECHNOLOGY EVANGELIST 1999 - 2002
ANALOG DEVICES, AUDIO RENDERING TECHNOLOGY CENTER - SANTA CLARA, CALIFORNIA
STACCATO SYSTEMS [ACQUIRED BY ANALOG DEVICES] - MOUNTAIN VIEW, CALIFORNIA

- ▶ Managed product marketing of the **SoundMAX Integrated Digital Audio** product line, contributing to Analog Devices' shipment of embedded AC'97 audio CODECs on over 60% of all personal computers and laptops
- ▶ Managed custom OEM implementations of the **SynthCore** technologies, providing software synthesis for use in conjunction with embedded audio processors, ultimately contributing to the successful acquisition of Staccato Systems by Analog Devices (Staccato Systems was a start-up from *Stanford University's* technology spinout program)
- ▶ Developed and implemented new product proposals, product plans, marketing requirements documents, road-maps, presentations, marketing collateral, market research, launch plans, trade-show booths and demos
- ▶ Presented product technologies on the frontline, including events such as the Intel Developer Conference (IDC-APAC) Gold Sponsor event, Game Developer Conference audio sessions and various trade-shows, helping industry clientele understand the *Audio Rendering Technology Center's* unique technologies and applications
- ▶ Promoted clear communication and understanding of product-line by also serving as the technical liaison for OEM customers, developers, sales, press and reviewer programs, enhancing client satisfaction with the products
- ▶ Evangelized the technological merits of Staccato's products to OEMs and game developers, primarily next-generation audio synthesis and digital signal processing wrapped in a flexible software development kit (SDK) to allow rapid prototyping and ease-of-use, leading to multiple design wins
- ▶ Managed the **SynthCore SDK** software development kit, which licensed and provided API access to next-generation audio rendering technologies, promoted the creation of highly interactive and dynamic game audio content, leading to successful titles like *Electronic Arts NASCAR 2000* game and a number of *Sony Playstation2* titles

PRODUCT DESIGNER / TECHNOLOGY EVANGELIST / APPLICATIONS ENGINEER 1997 - 1999
E-MU SYSTEMS / ENSONIQ [SUBSIDIARY OF CREATIVE TECHNOLOGIES] - SCOTTS VALLEY, CALIFORNIA

- ▶ Contributed to the detailed design and evangelized the market-defining **Audio Production Studio**, a professional quality PCI sound card providing digital audio I/O, sampling, synthesis, and digital signal processing; product achieved the *1999 Electronic Musician Editor's Choice Award*
- ▶ Facilitated the creation of and evangelized the **Music Creation Station**, a low-cost bundled sound card package containing all of the hardware and software elements needed for musicians to record music on their PC; product achieved the *1998 Electronic Musician Editor's Choice Award*
- ▶ Contributed technically to the Creative Labs' **SoundBlasterLIVE!** retail sound card products
- ▶ Evangelized E-MU's computer-related products and technologies, and acted as top-level technical support
- ▶ Wrote the EMUS8010 technical specifications and documented custom applications of the EMU10K1 VLSI embedded audio chip design for custom OEM applications

B.S. COMPUTER SCIENCE AND AUDIO ENGINEERING TECHNOLOGY 1997
UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

Operating Systems & Platforms Programming Languages & Protocols Development Environments & System Design Presentation & Productivity Web Design & Development Graphic Design & Multimedia Digital Audio Recording, Editing & Mastering	Mac OS X, Windows XP, UNIX, iPhone OS, Palm OS, VMware C, Objective-C, JavaScript, CSS, Pascal, HTML, XML, SQL, TCP/IP, SIMPL+ Xcode, Visual Studio, Visio, D-tools System Integrator, SIMPL Windows Keynote, Pages, PowerPoint, Word, Excel, Outlook, ACT, QuickBooks Dreamweaver, RapidWeaver, Flash, ImageReady, Fireworks, iWeb Photoshop, Illustrator, iPhoto, iMovie, iDVD Peak, SoundSoap, Ozone3, Waves plug-ins, various outboard hardware
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AFFILIATIONS

Member Member Board Member Prior Board Member Prior Corporate Memberships Alumni Alumni [Cast E'91]	Audio Engineering Society (AES) National Eagle Scout Association (NESA) Friends of the Desert Outdoor Center at Lake Pleasant Friends of Santa Cruz State Parks and ELSA Productions CEDIA, COMDEX, NAMM, MMA, IA-SIG, IGDA Pacific Voices (bass vocalist and recording engineer) Up With People (performer / PR rep / recruiter / sound engineer)
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INTERESTS

Music performance and digital audio recording; audio synthesis and sampling; home theater systems and acoustical design; home and commercial automation; video gaming; programming web 2.0 and mobile applications; computer graphics and creation of graphical user interfaces (GUIs); computer animation and web design; digital photography and videography; green energy technologies, such as wind & solar power and hydrogen, biofuel, hybrid & electric vehicles; hiking, backpacking, camping, skiing and martial arts (Tai Chi); religion, philosophy and contemporary quantum physics