

## Overview:

For more than thirty (30) years, I have been an entrepreneur who has worked and been the **C-level** founder of several different startup companies across a variety of industries yielding me a diverse **Business, Technical & Internet** background and expertise with real-world post-college industry experience.

- **I was a founder & CEO of an early dot-com that was sold for \$44 million dollars. Many industry experts say it was the genesis of today's social media and the pinnacle of online-dating (a sector now of \$2B-\$3B).**

I have a unique talent of being able to quickly prototype solutions to critical business problems. This helps the business team make informed decisions more rapidly, staying ahead of the competition. My experience allows me to come up with unique and effective engineering solutions to solve real business problems.

I have patience, good communication skills and a natural ability to teach and train at any skill level.

I have also testified in Federal Court as an expert witness and/or have been engaged by such companies like Yahoo, Twitter and Google.

I have made it a point to be a liaison between the management, business, legal and technical departments.

In the span of my career, I have worked on just about every business and technical aspect of the Internet thus far.

## Education:

### School:

|            |   |                            |
|------------|---|----------------------------|
| <b>MBA</b> | Executive MBA Program: <b>3.92 GPA</b> (Feb 2020) | Hofstra University         |
| BSEE       | Electrical Engineering / Computer Science         | NYU / Brooklyn Polytechnic |
| AS         | Engineering Science                               | SCCC                       |
| AAS        | Liberal Arts                                      | SCCC                       |
| —          | Audited various Graduate classes                  | Kings University           |

## Skills:

### C-Level Management:

CEO, COO, CTO

### Business:

Planning, Strategy, Analysis, Operations Research, Sales, Marketing, Branding, Finances, Budgeting, Human Resources, Real Estate, Acquisitions, Mergers, Due Diligence, Risk Management, Software Piracy, Sale of Company, Venture Capital, Investment Bankers, Social Media, Information Technology, IP, Patents, Prior Art, Trademarks, Customer Service Rep Management, Day Trading

### Technology:

Internet, Security, Programming, Databases, Websites, SEO, CMS, Engineering, Software, Hardware, Networking, Routing, Life-cycle, Risk Management, Information Technology, Automation, Process Control, Facility Maintenance/Construction, Social Networking, Training

### Expert Witness Testimony & Court Admissions:

- **Federal:** Texas, Pennsylvania, Massachusetts, New York, California
- **State/Local:** Texas, Florida, Arizona

## Skills (cont):

### Software:

**OS:** UNIX, Linux, CentOS, OSX, Windows, MS-DOS, iOS, Android  
**Data:** MySQL, Postgres, Oracle, Informix, Hadoop, Hive, Pig, HBase  
 CloudFlare, Varnish, Apache, SOLR, TIKI, Drupal, CMS  
 X/Motif, Apple Motion, Final Cut X, Camtasia, Screenflow

### Programming:

PHP, C#, C/C++, HTML, CSS, SQL, R/Rstudio, AJAX, JavaScript  
 Python, Java, Shell Scripting, BASIC, Pascal, FORTRAN

### Hardware:

Apple, Intel, PC, HP, Cisco, Sun, Lucent, Livingston, Ascend

### Websites:

- ExpertWitness.com.
- Social.net
- MatchMaker.com

### Intellectual Property:

- Two Patent Applications Pending
- Others under conceptual development

### Expert Witness Testimony & Court Admissions:

- **Federal:** Texas, Pennsylvania, Massachusetts, New York, California
- **State/Local:** Texas, Florida, Arizona

## Certifications:

## Organization:

|           |   |            |
|-----------|---|------------|
| CISSP     | Certified Information Systems Security Professional | ISC2       |
| CEH       | CEH Certified Ethical Hacker                        | EC-Counsel |
| CHFI      | Certified Hacking Forensic Investigator             | EC-Counsel |
| ECSA      | Counsel Certified Security Analyst                  | EC-Counsel |
| LPT       | Line Penetration Tester                             | EC-Counsel |
| Network+  | Network Plus  | CompTIA    |
| Security+ | Security Plus                                       | CompTIA    |

## Short Narrative:

My career has given me experience in all business / technical / hardware / software aspects of the companies I have worked for/with and/or have owned. I have made it a focus of my career to be a liaison between the business, legal and technology groups of various organizations.

My software programming experience spans the last 30+ years. In high school, I learned the absolute basics on a variety of small computers (TI-99-4a, Commodore-64). In college, I worked on a whole host of main frames, mini-computers and PCs. These systems include the early Intel PCs, IBM 370, DEC PDP-11s, and many other systems by Apollo, Gould and Hewlett Packard. The programming languages used on the platforms were Basic, Pascal, C/C++, Assembler, FORTRAN and various scripting languages. Every system had its own operating systems; I spent most of my time on UNIX, Linux and OS-X class machines.

While much of my recent experience has been that of a high-level abstracted expert witness on Internet business litigation matters, I still make it a point to stay current with the personal hands-on details of technology. Such requires my willingness to learn new things about business, technology, security and people everyday.

My career started in 1987 with a degree in Electrical Engineering from the **NYU** / Polytechnic Institute of Brooklyn New York. The industries I have been involved with include: telecommunications, transportation, and the Internet. I have worked domestically and internationally for NEC, US West, American Airlines, Ryder Truck, Santa Fe Rail Roads, and Ansett Airlines. My general Internet application experience includes Social Networking/Media, Education, Legal, Dating and many other business e-commerce applications.

I have been successfully involved in the Internet and on-line businesses since the late 80s. An early business entry on the Internet actually started as a social hobby that turned into a defining milestone in my career. This hobby propelled me to becoming the CEO and a founder of an Internet site and Social Network known as MatchMaker.com. The site was profitable and self funded (no venture capital) until February 1999. Over the course of MatchMaker.com's history, I was the founding President and CEO, the first full-time employee and largest single common shareholder. Under my leadership, media metrics rated us as the 2nd stickiest site on the Internet, and was growing at a rate of 8% or greater per month, making it the largest online dating site at that time. In 1995, I decided to make MatchMaker.com my full time job, I was the only employee. By 1999, I had created a fully functional corporation with 28 full time employees and 11 remote part time employees, generating over \$7 million in annual revenue.

In the very early days of the mainstream Internet ('90-'97), MatchMaker.com had over 4 million users with up to 230 million page views per month. This explosive growth generated millions of dollars per annum. Unlike Internet companies of today, we accomplished our substantial growth with revenues solely generated by the company and not infused or borrowed capital.

This rapidly growing network was in competition with today's well-known companies such as; Match.com, AOL and Yahoo Personals. Even with this robust group of market competitors, it became the number one singles and dating social network site on the Internet. While the company was growing, the "Internet Bubble" crash of 2000 took place. In spite of that crash, the company continued to garner serious financial respect and was sold to Lycos for 45 million US dollars in cash.

By the time it was sold to Lycos in July 2000, MatchMaker.com employed 124 people in 8 separate departments. I had developed experience and expertise in a variety of fields in order to grow this company over this very short timeline.

My Matchmaker BBS and Internet business efforts were some of the first entities that brought mainstream awareness to the Internet electronic age and industry. The current owners of MatchMaker.com have credited my efforts as the pinnacle and/or genesis of today's Internet online dating and social media / networking.

This experience and creditability has given me the opportunity to be an Internet Business and Technology Expert Witness on several occasions in cases involving Social Networking, Real Estate, Oil and Gas, Aerospace, Securities, Family Assets / Business Disputes, Security Issues, Patents, Trademarks and Intellectual Property. I have been engaged as both a plaintiff and defense expert for such companies as Cisco, MCI, CompUSA, Fujitsu, Yahoo, eHarmony, Match.com, Twitter and Google. I have been admitted as an expert in the above to many State/Federal courts and jurisdictions around the country for both civil and criminal litigation.

The MatchMaker.com network contained highly personal information about the customers, such as names, addresses, phone numbers, credit cards etc. Given the nature of some of the applications and personal information contained therein, the network was highly targeted by "Phone-Freaks" today known as computer and Internet hackers. The physical security of the facility was also very much of high concern. In the early days, there was no place you could turn to for help with these type of business and technology issues, you were effectively on your own! Clearly, there was a need for standardized electronic and Internet Security protocols and policies. Hence, as a result of such early efforts by technology and business entrepreneurs like myself the early versions of the Internet Security Common Body of Knowledge (CBK) by such organizations like ISC2, Comp-TIA, and EC-Counsel were birthed.

My career and business experience exposed me to such concepts as customer membership conversion, productizing, strategic partnerships, finances/budgeting, human resources, venture capital / investment banking, alternative revenue sources, and all the technology / networking of such.

I have patience, great communication skills and a natural ability to teach and train at any skill level. Such has been developed through various roles I have held.

*(A more detailed narrative of such is available upon request)*

## Work Experience:

17 years at "eWitness LLC" from 2001

In business on the Internet for over 16 years.

Expert Witness business is a \$7+ billion annual space.

Internet Directory: ExpertWitness.com

Many personal Internet Expert Witness engagements.

- Admitted to 2nd, 3rd, 5th and 9th circuits as subject-matter expert
- Engagements with: Google, Twitter, Yahoo, Match.com, eHarmony and Cisco

Recently redesigned/coded the site using Drupal CMS

Researched Trademark potential on domains

Confusion Issues

Distinctiveness / Descriptive Marks

10 years at "MatchMaker.com" from 1990

Built and ran the world largest personals dating social network. This is still true to this day, since no company has ever acquired as much market share.

In the 90s, served over 200 million page views to the Internet every month.

Rated the second stickiest site on the Internet for many years by Media-Metrics

Managed and served millions of users on over 100 separate community web sites.

Customer service rep management

User/Client Privacy and associated Data Security issues

Current owners have called MatchMaker the pinnacle of online-dating.

Industry experts credit MatchMaker as the genesis of today's social media.

Researched Trademark potential on EDM

Confusion Issues

Distinctiveness / Descriptive Marks

22 years at "Always 24x7.com, LLC" from 1996.

As businesses grew, I needed more Internet bandwidth. In the early years, the cost of such telecom circuits was greater than my revenues. Hence, I launched an Internet Hosting Service Provider to be used in such businesses.

Designed, provisioned, and built-out complete facility for Internet hosting and service. Tasks included all hardware and software procurement, install, configuration, and maintenance.

Provided dial-up, dedicated and co-location Internet service and hosting for D/FW clients.

Website life-cycle: designed, development and maintenance.

Was the hosting company of MatchMaker.com

**Work Experience (cont):**

1

*year at "US Sprint" from 1995.*

Worked on the US Sprint Voice Foncard system (with the TV commercials with Candice Bergan saying "you can hear a pin drop."). I was tasked to develop a software middle-ware system to manage all platform processes.

10

*years at "Airport Management Systems" from 1991*

Designed and coded software for airport ground tracking system for use in FAA control towers used to manage airplanes on the ground for all tower positions.

Clearance Delivery (Center to Airport)  
Ground Controller. (Terminal to Runway)  
Local Controller (Take off to TRACON)

Designed to 1) pass traffic to the TRACON in-air controllers 2) make airport ground/runways safer 3) reduce runway incursions and 4) secure the Flight Data

Co-Authored white papers for the FAA on how the system was to work, such used for requirements documents for the FAA.

5

*years at "American Airlines" from 1990*

Worked for an Operations Research division of the AMR Corporation known as American Airlines Decision Technologies (AADT). Developed software to implement the mathematical operations research algorithms on UNIX and Oracle based systems. Such applications were Yield management, Capacity planning, Cargo, Routing, Resource and Risk Management.

1

*year at "Lee Data" from 1989*

At the time, the databases documenting the facilities for the telephone companies was handled by many people throughout the system. Such databases frequently became out-of-sync and telephone facilities (ports, wire-pairs, etc) were lost. Such losses became both a business and a security vulnerability. The software found such, thus recovering and securing these facilities.

Downloaded telephone industry databases on to UNIX platform to flat files. Converted such data and loaded into a Sybase SQL database.

Built software tools to determine the synchronization problems with records in the various databases.

Wrote reports for our clients, the 7 RBOC (Regional Bell Operating Companies).

2

*years at "NEC America" from 1987*

First post-college job. Worked on Maintenance Administration Terminal Software of the private sector business Telephone System Switch called the NEAX 2400. I wrote the first set of C language programs to interface with the switch and program / provision its hardware. This required training in Japan and working abroad with other engineers / programmers on the design of such software.

## General Proficiency:

### Business

|                    |        |
|--------------------|--------|
| Strategy           | ●●●●●● |
| Planning           | ●●●●●● |
| Risk Management    | ●●●●●● |
| Human Resources    | ●●●●●● |
| Record Keeping     | ●●●●●● |
| Organization       | ●●●●●● |
| Time Management    | ●●●●●● |
| Teamwork           | ●●●●●● |
| Communication      | ●●●●●● |
| Creativity         | ●●●●●● |
| SEO                | ●●●●●● |
| Analysis           | ●●●●●● |
| People Skills      | ●●●●●● |
| Sales              | ●●●●●● |
| Marketing          | ●●●●●● |
| Branding           | ●●●●●● |
| Finances           | ●●●●●● |
| Budgeting          | ●●●●●● |
| Problem Solving    | ●●●●●● |
| Op. Research       | ●●●●●● |
| Project Management | ●●●●●● |
| Patents            | ●●●●●● |
| C-level Management | ●●●●●● |

### Technical

|                 |        |
|-----------------|--------|
| Mac OS          | ●●●●●● |
| Database        | ●●●●●● |
| Networking      | ●●●●●● |
| Web Skills      | ●●●●●● |
| Security        | ●●●●●● |
| Programming     | ●●●●●● |
| Mobility        | ●●●●●● |
| Software        | ●●●●●● |
| Hardware        | ●●●●●● |
| HTML            | ●●●●●● |
| SQL             | ●●●●●● |
| Routing         | ●●●●●● |
| CMS             | ●●●●●● |
| Linux           | ●●●●●● |
| Automation      | ●●●●●● |
| Process Control | ●●●●●● |
| Intel Prop      | ●●●●●● |
| Graphics        | ●●●●●● |
| Design          | ●●●●●● |
| Engineering     | ●●●●●● |
| Facilities      | ●●●●●● |
| Life-Cycle      | ●●●●●● |
| Integration     | ●●●●●● |

## Contact:

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