

May 2010

The following resume details my professional experience in the IT industry.

Highlights include

- ◆ Two-decade track record in embedded/mobile, desktop and enterprise computing; over thirteen years hands-on experience with Linux, Open Source, and Open Systems
- ◆ Executive and thought-leadership roles at both start-ups and established firms, including General Manager, Country Manager, and Director of Marketing
- ◆ Market and technology know-how targeting mobile, consumer electronics, data and telecommunications, industrial control, instrumentation and aerospace/defense
- ◆ Expertise in Open Source practices, licensing and distribution, Linux kernel and OS technology, s/w and h/w ecosystems
- ◆ Deep knowledge of tools, Oses (Linux/UNIX, Android, Symbian, RTOSes), middleware and applications development
- ◆ Extensive US and international experience "on the ground" in North America, Asia, Europe, and Latin America; strong communications skills in Portuguese, Italian and French
- ◆ Consulting experience in open source, business strategy and market analysis with clients including FT/Orange, HP, Intel, Mentor Graphics, MIPS, Palm, Synopsys, Wind River and other segment leaders
- ◆ Evangelist and author of over 160 articles, on topics ranging from mobile and embedded computing to open source and software licensing, virtualization and security
- ◆ Faculty chair and track manager for mobile/embedded at Linux Collaboration Summit and Open Source World; top-rated speaker at Informa Open Mobility, LinuxWorld, O'Reilly E-Tel and other conferences; frequent panelist and panel leader

Looking forward

A handwritten signature in black ink, appearing to read 'Bill Weinberg', with a stylized, cursive script.

Bill Weinberg

Additional background information at <http://www.linuxpundit.com>

Professional Experience

Olliance Group

Palo Alto, CA : 2009-present

Senior Executive / Mobile Open Source Practice Partner

Responsible for definition, marketing and execution of mobile/embedded practice engagements. Provide vision and leadership for approach to mobile/wireless ecosystem and client business and technical strategies for monetizing open source software and community participation. Deliverables include business cases and analysis, market analyses client workshops and compliance reports. Learn more at http://olliancegroup.com/services/mobile_services

Linux Pundit Consulting

Aptos, CA : 2006-present

Principal Analyst / Consultant

Provide open source and embedded business strategy, marketing and technical services to Linux ecosystem players, from embedded/mobile to enterprise. Clients include ISVs (applications, middleware, virtualization), OSVs (Linux, Android and RTOS suppliers), semiconductor suppliers, IP licensing and services firms. Key deliverables include positioning/messaging, market and competitive analysis, articles, white papers, presentations, and technical analysis for software architecture and licensing. More information at <http://linuxpundit.com>.

Linux Phone Standards Forum (LiPS)

Sophie Antipolis, France : 2007-2008

General Manager / Business Development

Leader and evangelist for LiPS Forum standardization. Responsible for 1.0 specification release and for new member recruiting. Building bridges to other OSS initiatives and driving open source implementation / toolbox of emerging LiPS standard.

OSDL - Open Source Development Lab

Beaverton, OR : 2004-2006

Senior Technology Analyst. Initiative Leader

Focus on communications markets and technologies. Led Carrier Grade (CGL) and Mobile Linux (MLI) initiatives. Defined initiatives, technical content, positioning, value proposition and messaging. Created and launched MLI, drove recruiting and steered technical focus on mobile technologies and tools. Worked with community on testing and development issues. Technology and business spokesperson on mobile, infrastructure, SMB and enterprise. Active evangelist with global speaking and publishing engagements.

MontaVista Software

Sunnyvale, CA : 1999-2004

Director of Strategic Marketing

Founded marketing team, built business model and messaging. Steered "invention" of embedded Linux market and grew company to top brand with innovative products, unique positioning and promotion. Pioneered entry in communications and consumer. Drove creation of Eclipse IDE, development, analysis and debug tools. Owned value proposition, analyst interface, evangelism, competitive analysis. Technical focus on licensing, performance and tools.

Lynx Real-Time Systems (now LynuxWorks)

San Jose, CA : 1996-1999

Director of Technical Marketing

Managed worldwide technical marketing: tools and technology launches, demos, competitive analyses and benchmarking, applications notes, partner program, web/collateral content, events, and presales support. Managed Java and web products and shared LynxOS and tools management. Focused on pervasive computing, A&D and communications infrastructure, with evangelism, partnering, and market development. Launched training, CRM, seminar programs; deployed Internet appliance platform; initiated POSIX.1c and DO-178 certification programs/products and instigated Lynx embrace of emergence of Linux and open source.

Acer Latin America

Miami, Florida, USA, and São Paulo, Brazil : 1994-1996

Brazil Country Manager

Focused Acer global resources on Brazil, marketing/sales of desktop, server, notebook, and multimedia PCs. Set marketing/sourcing mix, tripling sales in two years. Channel development and Internet presence. VARs and reseller strategy. Launched Intel Pentium, Internet-ready and multimedia PCs, developed server business in finance and retail; built channels for consumer and office automation products, and merged Brazil into new business unit.

Microtec Research, Inc.

Santa Clara, CA, USA : 1988-1993

Sr Product Marketing Manager, Technical Sales Engineer

Managed embedded tools product lines responsible for 75% of revenue. Owned product life-cycle, ROI and market analyses, and third-party programs for RTOS and ICE tools. Worldwide evangelist - featured speaker and author of numerous articles, tech notes and collateral

1978 to 1987

S/W engineering and program management at Animatix, DART, DocuGraphix, Flagship S/W and Semantic Compaction Systems, designed/implemented motion control, voice-mail, speech synthesis systems, CAD s/w - applications and systems programming, UNIX porting and system architecting.

Education

University of California at Berkeley – Berkeley, CA : 1980-1984

Bachelor of Arts in Linguistics (with Computer Science)

Università di Roma degli Studi "La sapienza" – Rome, Italy : 1985-1986

Visiting scholar - Courses in Historical and Sociolinguistics, Italian and Hebrew

University of Pittsburgh/Carnegie Mellon University – Pittsburgh, PA : 1986-1987

Graduate work: Artificial Intelligence, Computational Linguistics, TESOL/TESL

Supplemental Skills and Technical Background

Information Technology

- Languages: C/C++, Java, Pascal, FORTRAN, some LISP. Perl, shell scripts, HTML/JavaScript
- OSes: Linux (kernel, real-time, mobile, etc.), Android, UNIX/POSIX, MS Windows, MacOS and iPhone OS, multiple RTOSes
- Processors: ARM, PowerPC, IA-32, MIPS, 680x0, other 8/16 and 32 bit CPUs

Languages

Portuguese, Italian, French, Spanish, some German, Yiddish; basic Chinese and Japanese

Publications, Evangelism and Public Presence

Over a dozen articles published annually in *Search Enterprise Linux/Server Virtualization*, *Linux User and Developer* and elsewhere

Featured speaker and panelist at global venues.

Complete Bibliography and Speaking Calendar at <http://www.linuxpundit.com>