

# John F. Whitehead

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## ***Emerging Technology Expert:***

- Over 15 years of experience in identifying, forecasting, and developing “next wave” technologies.
- Pioneered development of XML and World Wide Web technologies; electronic commerce infrastructure; digital audio / video production, post-production, and editing; and virtual reality.
- Industry experience includes communications, networking, mobile wireless, software, hardware, life sciences research, television, music, and film.

## **Education**

**Duke University** B.S. '88. Published “Adapting a PC-Based Three-Dimensional CAD Program for Display of Neural Structures,” *North Carolina Society for Neuroscience*.

## **Experience**

2001-present **Broadcasting and Technology Industry Consultant** New York, NY

***A&E / National Geographic / PBS (WNET) / Total Training / Tribeca Film Festival / et al.***

- *Non-linear video editor, motion programmer, and post-production engineer* — Produced programming for cable and broadcast television series, corporate publicity materials, and high tech training films.

***Openwave Systems – World Wide Web Consortium (W3C)***

- *Chairman, VoiceXML Patent Advisory Group* — Drove consensus on intellectual property issues for VoiceXML and the Voice Browser Working Group.

1997–2001 **Cisco Systems** San Jose, CA

***Mergers & Acquisitions – Business Development Manager***

- *New Markets and Technologies* — Responsible for technical due diligence of hundreds of companies for potential venture capital investments, partnerships, joint ventures, and acquisitions.
- *Technology Leader and Evangelist* — Determined trends, defined goals, and led strategies for emerging technologies such as multimedia networking, wireless, electronic commerce, XML, and peer-to-peer communications.
- *International Standards Delegate* — Represented Cisco to international standards bodies, including a role as the Advisory Committee Representative to the World Wide Web Consortium.

***Internet Architecture Group – Information Technology Engineer***

- *Advanced Technology* — Created strategies for enterprise software and hardware implementation for the \$15 billion/year revenue electronic commerce web site, *Cisco Connection Online*. Developed and oversaw implementation of software necessary to achieve corporate business initiatives including revenue enhancement, efficiency improvements, resource optimization, and quality standards for the 1000-employee I.T. department.

***Publications, Presentations, and Publicity***

- “Accessibility: A Smart Business Decision,” *iQ*, 2001.\*
- “XML and the Mobile Internet,” the international *XML Enabled eBusiness* conference, Scottsdale, AZ, 2001.
- “Left Brain/Right Brain: How Will Peer-to-Peer Affect Web-Based Applications?” *PRTM's Insight*, 2001.
- “Supply-Chain Management Cutting-Edge Technology: Integration Means Getting in Sync,” *iQ*, 2001.\*
- “Now is the time to seek out XML training,” *InfoWorld*, 1999.\*
- “Preparing for New Media Careers,” nationally broadcast conference for the New Media Consortium, 1998.

\* *quoted expert*

1995–1997 **CBS affiliate WRAL-TV** Raleigh, NC

***WRAL OnLine – Technical Director***

- *Pioneering real-time online news service* — Designed one of the first news and information World Wide Web sites. Created instantaneous and continuously updated online news delivery services. Achieved visitor traffic in the top five nationally. Converted satellite data streams into viewable online hypertext formats.

***Publicity***

- ***Best Overall Web Page***, awarded by Coopers & Lybrand, 1996.
- “Website Design 101,” *Broadcasting & Cable*, 1996. (*quoted expert*)

1993 **University of Washington / Washington Technology Center** Seattle, WA

***Virtual Reality Researcher – Human Interface Technology Laboratory***

- Created the *Audio Browser* 3-d virtual reality interactive sound library navigator.
- Created the 3-d virtual reality interactive game *Sound Tag*.

***Publications and Presentations***

- “Using virtual environment technology to present a digital sound library,” *International Conference on Auditory Display*, Santa Fe, NM, 1994.
- “The Audio Browser: an Audio Database Navigation Tool in a Virtual Environment,” *International Computer Music Conference*, Århus, Denmark, 1994.

1990–1993 **SpectraSound** Durham, NC

***Sound Editor – Founder and Principal***

- Established the first digital sound editing company in the Chapel Hill area. Mixed live music performances.

1988–1994 **Duke University / Duke University Medical Center** Durham, NC

***Dept. of Computer Science – Software Engineer / Dept. of Neurobiology – Research Technician***

- *Visualization programmer* — Developed procedures for displaying auditory research data in three dimensions.

***Publications***

- “Adapting a PC-Based Three-Dimensional CAD Program for Display of Neural Structures,” *North Carolina Society for Neuroscience*, 1989.

*Details of publications and portfolio reel available upon request.*

**Contact Information**

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