

# Jack D. Grimes, Ph.D.

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## Expertise

- Wireless data systems
  - Computer Graphics
  - Ergonomics/Human Factors
  - Internet Architecture & Security
  - Internet Payment Systems
  - Smart Card Technology
  - Internet Platform Technology
  - Video Capture & Overlay Systems
  - Video Display Devices, ASIC Design
  - User Interface Design
  - Video Graphics Architecture
  - Engineering Development Practices
  - Software development
  - Object oriented, software systems
  - Compressed Video
  - Consumer Television
  - Digital Satellite TV Technology
  - System Reliability
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## Professional Summary

Over twenty years experience at the senior levels of management in large and small high technology companies. Dr. Grimes has been responsible for incorporating original technology in a number of new products. His expertise includes: Internet platform technology, including Java, security and payments; Internet payment systems, including credit and debit cards, SET, ACH and other payment methods, including chip cards. He is recognized as an industry technologist and spokesman with excellent verbal and written communication skills. Dr. Grimes is an experienced and well-regarded testimonial expert in intellectual property and contract disputes related to video and other technologies.

## Employment History

From: 1989      **Independent Consultant**  
To: Present      San Jose, CA

Provide studies, strategies and opinions to industry and the legal profession, with particular emphasis on the following areas:

- Internet commerce strategies including Java, ASP, Unix, NT, scalability, security and payments.
- Payment security, including digital certificates, DES and other encryption based approaches.
- Internet data security approaches, e.g., PKI
- Financial payments strategies for Internet commerce, including credit & debit cards, SET, ACH, and other methods, with special emphasis on chip cards.
- User interfaces & ergonomics.
- Computer graphics & television video systems.

- Business, marketing and engineering practices for startup companies.
- Engineering practices for large, object-oriented projects.
- Engineering practices for electronics design and manufacturing.

From: 1999      **ServiceHub Corporation**  
 To: 2000      Cupertino, CA  
 Title: *Chief Technical Officer*  
 Responsible for Internet technology architecture, strategy and market development for this internet startup (www.servicehub.com). Developed the company's business plan that combined web-based dispatch services with wireless data to SMS and browser capable mobile phones. Initiated business alliances with leading European Operators that featured data services. Represented the company at major wireless data conferences and trade shows in the US and Europe.

From: 1996      **Visa International**  
 To: 1999      San Francisco, CA  
 Position: *Senior Vice President, Technology, Architecture & Strategy*  
 Responsibilities included developing the strategies for Visa in chip card technology, management of large-scale software projects, and the evaluation of investments in technology companies. Duties included management of two technology and strategy groups containing over 30 people. One group provided chip card and related technology development for new products and services, including SET. The other was responsible for the global network and processing architecture strategy to replace the current VisaNet services. Internal consultant on Internet payment systems.

From: 1996      **ICVerify**  
 To: 1996      Qakland, CA  
 Position: *Vice President, Development*  

- Startup, developing and marketing payment systems for mid-sized merchants.

 Responsibilities included managing the development group, staffing, budgets, etc. for this payment systems company. Developed a product for Internet payment systems.

From: 1992      **Taligent, Inc.**  
 To: 1995      Cupertino, CA  
 Position: *Director, Technology Evaluation and Evangelism*  

- Taligent was founded as a \$200M joint venture formed by Apple, IBM, and later joined by Hewlett Packard, that employed 350 people. Taligent's charter was to develop

and deliver a new, object-oriented application environment. In December 1995, the joint venture became a subsidiary of IBM.

*1994-1995: Director, Technology Evaluation and Evangelism*  
Managed strategic technology acquisitions and major account, pre-sales consulting. Duties included:

- Initiated strategic acquisitions for the products so that the technology could be more rapidly delivered to the market.
- Developed the technology valuation methodology for the HP investment. HP became 15% equity owner.
- Lead the effort to convey benefits to key customers (personally and at conferences) within the US, Canada, Europe and Japan.
- 234 formal briefings, including 12 conference presentations. 53 press interviews/conferences. 12 conference and journal papers.

*1992-1993: Manager, User Environment Department*

Managed one of 5 engineering departments. Promoted to Director. Achievements included:

- Grew and managed seven technical groups, containing 45 people. Areas included: User Interface implementation, User Studies, Human Interface design, High Level Utilities, Compound Document, Data Management, Text and Internationalization. These teams provided the key, upper level capability of the system.
- Managed a \$6M+ development budget.
- Trained managers providing technical direction when needed.
- Established uniform document architecture over multiple subsystems.
- Brought the projects in on time using internally developed scheduling practices.

From: 1989

To: 1991

Position: *Vice President, Engineering*

**Mass Microsystems**

Sunnyvale, CA

Start-up company of 70 people. Developed, manufactured, marketed and distributed storage and video peripheral products for the Apple Macintosh. Joined as the VP Engineering, Corporate Officer and was the senior technical person. Key contributor to road show for public offering in November 1989.

Grew and managed the engineering staff of 12 people.

Accomplishments included:

- Developed & implemented formal milestone and tracking process for engineering that resulted in on-time high quality products ready for high volume production.
- Developed the “QuickImage” video capture product family that included 6 hardware products and 2 software products.
- Developed the “ColorSpace” video overlay product family that included 2 hardware products and 2 software products
- Prosecuted three patents to strengthen IP portfolio.
- Established major, in-house ASIC development capability for new products that achieved a huge technical advantage over competitors in the marketplace.
- Developed new technology, including:
  - Custom ASIC for video overlay products.
  - Video architecture for next generation overlay products.
  - Teleconferencing application.
  - Object-oriented titling overlay application.

From: 1984

**Intel Corporation**

To: 1989

Santa Clara, CA

Position: *Strategic Marketing, Computers and Coprocessors*

Joined Microprocessor Division of Intel to provide systems expertise to develop a new family of graphics chips. As Strategic Marketing for Computers and Coprocessors performed key corporate role to win new accounts for graphics chips and RISC coprocessors and to battle Texas Instruments and National Semiconductor in this market. Chaired Product Planning Committee for Graphics Business Unit. As Product Line Architect for Computer Graphics Components, defined the architecture for a family of computer graphics components and infused systems and software experience into a component-oriented business. Conducted primary and secondary market research to guide graphics chip specifications. Conducted interviews and presentations with strategic customers for strategic accounts. Developed 4 approved business/product proposals; three-business/product implementation plans and managed the technical applications group for the Graphics Business Unit.

From: 1981

**IT&T**

To: 1984

Stratford, CT

Position: *Director, Advanced Programming Technology Group*

Directed a group of 15 professionals, with a \$2M operating budget. Developed the architecture, technology and prototypes of programming environments. Served as Chairman of the

Programming Key Technology Steering Group. Major achievements included:

- Promoted to Director after one year.
- Evaluated and approved budgets for a \$60M, five year, world-wide technology program
- Planned, coordinated and reviewed IT&T's long range R&D in programming technology, world-wide.

From: 1971 **Tektronix, Inc.**

To: 1981 Beaverton, OR

Position: *Engineering Manager, Graphic Computing Systems Division*

- Technical leader of a major programming project. Received increasing management responsibility ending as Engineering Manager for the Graphic Computing Systems Division. Directed a group of 35 professionals, responsible for moving a graphics workstation from concept to market. The key to success was balancing innovation with schedule risk and potential product volume.

*System Development Manager, Information Display Systems*

- Directed 15 people for market and application development in mechanical engineering drafting and design and analysis segments.
- Directed final implementation of a finite element modeling application system, the FEM181, on a Tektronix graphics workstation.

*Development Manager, Division, Information Display Systems*

- Responsible for concept development of high level language machines.
- Defined language issues and CPU architecture.
- Developed technology forecasts.

*Software Manager, 4051 Desktop Computer*

- Staffed and managed a group of six people.
- Defined and planned implementation of operating system and BASIC language translator for this forerunner of the personal computer.

From: 1974 **Oregon State University**

To: 1980 Corvallis, OR

Position: *Assistant Professor, Computer Science*

Initiated Computer Science Master's Degree program at Tektronix. Developed and taught graduate courses in computer systems.

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