

# Dr. Michael W. Foley

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## CORPORATE OFFICER

*Senior Executive ~ Independant Consultant ~ Technology Innovator*

Proven high-impact leader, team builder and spokesperson for emerging technologies. Demonstrated history of growing revenues, increasing memberships and handling sensitive negotiations. Talented Executive, exceptionally skilled at developing and marketing high performing new technologies. Insightful Strategic Planner with demonstrated expertise in successfully guiding complex, global organizations. Winner of multiple technology and business awards. Distinguished author published in many trade journals. Recognized worldwide as a go-to resource in the wireless industry.

## PROFESSIONAL EXPERIENCE

INNOVATIVE YACHTTER SOLUTIONS, Kirkland, WA

2012 – Current

### ***Founder, CEO***

- Provide consulting services for companies developing IoT products and services specializing in wireless solutions.
- Created Bluetooth Low Energy interface and control circuitry for electric boat including battery charging system.
- Developed marine charting application with autopilot to control via Bluetooth Low Energy for an electric boat.
- Designed and implemented NMEA2000 to Bluetooth Low Energy bridge.
- Created Bluetooth Low Energy sensors for temperature, humidity, voltage and others.
- Developed Bluetooth Low Energy garage door opener and iOS App to manage opener.
- Created the Yachtter family of iOS-based marine applications and the Windows-based Yachtter server application.
- Create iOS configuration application for DMK Yachts engine monitor system.

Expert Witness, Redmond, WA

2009 – Current

### ***Nintendo, Fujifilm, Apple, Techtronic (Ryobi), Zepp Labs, Eight Bit Studios and Cellspin***

- Distill complex information and provide easy to understand summaries
- Provide expert testimony during litigation related to patent infringement.
- Educate legal teams regarding the workings of complex technology aiding in the legal case.
- Author expert reports filed with the Court for each case.
- Review and rebut expert reports generated by the opposition.
- Perform code reviews to determine if code implements patent claims.
- Review source code to determine quality of the code and if it meets industry standards.

RF Digital Corporation, Hermosa Beach, CA

2015 – 2017

### ***Advisor, Simblee Technology***

- Key member of leadership team
- Define architecture for product roadmap
- Lead development of iOS and Android solutions.
- Provide prototyping and development support for IoT solutions of key customers
- Develop smart razor, iOS app and web service for Gillette division of Proctor and Gamble.

BLUETOOTH SPECIAL INTEREST GROUP, Kirkland, WA

2004 – 2012

**Executive Director, CEO**

- Directed all aspects of the Bluetooth SIG including strategy, member relations, operations and technology.
- Expanded Bluetooth SIG into Europe and Asia.
- Created and executed plans for implementing Bluetooth technology into new product categories which resulted in the creation and rapid growth of the short range wireless industry.
- Serve as the coordination point between the Board of Directors and the rest of the organization.
- Organize and chair monthly SIG Board phone meetings as well as quarterly face-to-face meetings.
- Served as the world-wide face of the SIG securing interviews with Larry King Live, the Today Show, The Wall Street Journal, The New York Times and several other broadcast, print and internet media.
- Prime mover in tripling yearly revenue and the increase of Bluetooth shipments from 137M units in 2004 to 2B in 2012; generated 600% membership growth; increased monthly certifications by 800%.
- Successfully negotiated the Wibree Forum acquisition.
- Purchase of code base for the Bluetooth PTS test tool.
- Architected and implemented Bluetooth qualification program.
- Created SharePoint architecture for Bluetooth SIG websites.
- Architected the Bluetooth SIG IT infrastructure including servers on VMWare platform.
- Published award winning membership magazine *SIGNature* showcasing Bluetooth technology.

MICROSOFT CORPORATION, Redmond, WA

1999 – 2004

**Wireless Architect**

- Key contributor in establishing the strategy for integrating wireless technology into the Windows® and WinCE® platforms; facilitated wireless track at WinHEC.
- Designed and implemented the first “wireless desktop” PC.
- Work with Windows Base OS team for USB charging and data transfer as well as Windows Bluetooth solutions.
- Spearheaded the team that negotiated Microsoft becoming a Bluetooth SIG Promoter Member.
- Chairman: Bluetooth SIG Board of Directors, 2002-2003
- Represented Microsoft in standards groups such as the WAP Forum, Bluetooth SIG and Wi-Fi Alliance.

SYSTEM MANAGEMENT ARTS Mamaroneck, NY

1997 – 1999

**Scientist**

- Directed a team of developers and testers.
- Architected distributed user interface software for network management tool.
- Led Java-based development and testing of distributed user interface software.
- Developed satellite fault models for the Iridium global satellite project.
- Created course material and trained customers on network management tools.

FOLEY, INC. New Haven, CT

1992 – 1997

**Founder**

- Created simulation software for training power system operators.
- Modeled utility generation and distribution grids.
- Created Java-based user interface software
- Provided training to power system operators including BPA, SRP and WPA.

## EDUCATION

ARIZONA STATE UNIVERSITY, Tempe, AZ.

*Ph.D. Electrical Engineering*

*MS Electrical Engineering*

UNIVERSITY OF IOWA, Iowa City, IA

*BS Electrical Engineering*

## AWARDS

- 2013 Distinguished Alumni Award, Regina High School, Iowa City, IA
- 2012 Bluetooth SIG Hall of Fame inductee
- 2012 GeekWire [Geek of the Week](#)
- 2010 ZOMM King Harald I Award
- 2008 Stevie award winner from The International Business Awards as Most Innovative Company in Europe
- 2008 Named by *Laptop* Magazine as one of the Top 20 Innovators in the Mobile Industry
- 2008 *EE Times* ACE Awards finalist for Executive of the Year
- 2008 Named RCR [Wireless Movers and Shakers](#) list highlighting those responsible for making things happen in the wireless industry
- 2007 Telematics Leadership Award for achievements and innovation in the telematic market with *Bluetooth* wireless technology
- 2007 Pearl awards from Custom Publishing Council: Gold for Best Overall Design less than 50,000 circulation and Bronze for Best New Publication/Magazine
- 2006 *Wireless Week* Special Recognition Award for advancement of *Bluetooth* wireless technology

## PROFESSIONAL DEVELOPMENT

**Executive Management Class:** Harvard University, Cambridge, MA

**Regular Participant:** Wall Street Journal “All Things Digital” conferences

## PUBLICATIONS AND MEDIA

- *Incisor*, July 2015, “Simblee: IoT for connecting Everyone and Everything”
- *Incisor*, March 2015, “Standards for IoT”
- 2007 Pearl awards from Custom Publishing Council: Gold for Best Overall Design less than 50,000 circulation and Bronze for Best New Publication/Magazine
- 2006 *Wireless Week* Special Recognition Award for advancement of *Bluetooth* wireless technology
- *Larry King Live*, June 2, 2011 [Interview](#) on cell phone safety
- *Incisor*, May 2011 “2011 Bluetooth: The Second Wave”
- *RTC Magazine*, November 2010 “Getting Familiar with Bluetooth 4.0 with Low Energy”
- *Incisor*, July 2010 “New Bluetooth Version 4.0 Specification Kicks Off Race to Create Low Energy Devices”
- *Interphone op-ed*, May 2010 “Play It Safe: Use Wireless Technology”
- *CrazyEngineers*, June 15, 2009 [Small Talk](#)
- *Wireless Net DesignLine*, March 25, 2008 “Stacking up high-speed Bluetooth against Certified Wireless USB” (also ran on *EE Times*)
- *Wireless Net DesignLine*, May 13, 2008, “How Bluetooth and 802.11 will team up to deliver high speed wireless connections” (also ran on *EE Times*)
- *Portable Design*, September 2007, “Bluetooth Overview”
- *Scientific American*, November 5, 2007, “How does Bluetooth work?”
- *Network World*, October 16, 2007, “Ultra Low Power Bluetooth: The New Wireless Frontier”