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# Software Executive

Internet/Web/Wireless e-Business/e-Commerce/e-Medical Software Products

International software executive with 20+ years of experience in enterprise, Internet and wireless software industries. With an [intense competitive drive](#), creates new markets and redirects existing markets with new [disruptive technologies](#). Undermines competition and [reinvents businesses](#) by creating unfair competitive advantage through industry standards and alliances. Respected leader attracts and leads stellar corporate teams. Manages internationally distributed groups up to [100 direct and indirect](#) contributors with [multi-million dollar operating budgets](#). Technical architect develops successful Fortune 50 and start-up product-line plans, product architectures and products. Consistently delivers projects under budget and under schedule. Reduces development time and costs across corporation.

## REPRESENTATIVE RESULTS

- Redirected system management industry to [increase market-size 500%](#) for value-added proprietary products.
- [Changed Unix](#) via standards and open source software to open market for new class of networked printing products.
- [Cut development costs 90%](#) across multiple engineering divisions through common metadata-driven infrastructures.
- Delivered [enterprise-class](#) products [under budget \(<\\$250K\)](#) and [under schedule](#) with [half expected resources](#).

## CORE COMPETENCIES

- |                                      |  |                               |
|--------------------------------------|--|-------------------------------|
| ➤ <b>International Manager</b>       | ➤ <b>Technical Director</b>            | ➤ <b>Industry Evangelist</b>  |
| ➤ <b>Leader, Mentor and Coach</b>    | ➤ <b>Visionary Technical Architect</b> | ➤ <b>Published Expert</b>     |
| ➤ <b>Strategic, Tactical Planner</b> | ➤ <b>Prolific Creative Engineer</b>    | ➤ <b>Standards Negotiator</b> |

## STRATEGIC ACCOMPLISHMENTS

**Creates New Markets and Redirects Existing Markets** - Drove long-term global market and industry changes to create new market opportunities and undermine competition. Creating industry standards based on Digital "commodity" technologies resulted in [500% increase in market](#) for value-added proprietary products based on those technologies.

**Undermines Competition** - Driving markets to excellence [winnowed out less capable vendors](#) and focused competition for Digital. By standardizing the basic functionality of Digital's and competitors' offerings, value-added features of Digital's products were highlighted and more clearly differentiated. Using open source software efforts to deliver commodity functionality [hobbled the revenue streams of competitors](#) with narrower visions.

**Reinvents Businesses** – Refocused WebEnable from low-margin middle-ware technology to high-margin business solutions. Spun out Wireless Commerce Automation to [open new market, revenue and capital opportunities](#). WCA exploited the unique features of WebEnable infrastructure and expanded the market impact of the sibling companies.

**Invents Disruptive Technologies** – [Pioneered the use of metadata-driven and meta-programming](#) infrastructures to dramatically reduce development costs. Created knowledge-based and rules-driven business information services that automate business processes. Architected mobile distributed agents that implement policy-directed management. Designed template-driven user interfaces that provide multi-dimensional display of information.

**Develops Leading-edge Product Lines** – Consistently [delivered products and product lines that led the competition](#) within their markets. These products include: Partner Relationship Management; Field Service Automation; Operations, Maintenance, Repair and Replenishment; 3D Graphical User Interface; WebView Integrated Management Application; LaunchPanel Integrated Network Health Monitor; Management Protocols; CommonAgent; ManageFactory; Palladium Print System; and OSF Distributed Management Environment.

**Builds and Leads Stellar Teams** – Managed [International](#) Distributed Teams. Created [multi-corporation](#) development teams to pursue industry-wide projects with team members and budget donated by [Digital, IBM, HP, Apollo, MIT](#). Led [cross-functional](#) collaborative development of corporate architectures with team members from groups across engineering, product management, marketing and services. Managed [cross-engineering](#) collaborative development teams to pursue projects of common corporate interest across software and hardware engineering.

**Reduces Development Time and Costs** - [Cut development costs 90%](#) across multiple engineering organizations through common metadata-driven infrastructures. Delivered enterprise-class products under budget (<\$250K) and under schedule with half the expected resources.

**Evangelizes Company and Products** – Promoted alliances and products with [analysts, press and customers](#). Created technical marketing collateral, white papers, articles, conference presentations and sales presentations.

## EXPERIENCE

"Brian is one of the most innovative thinkers I've met, and a very effective leader and manager. He is very effective at injecting innovation into an organization and marshaling resources to act on the innovation. I would expect Brian to identify new business opportunities or threats to existing businesses, and drive projects that allow the company to address these situations." - **Joe Hellerstein - Senior Manager, IBM T.J. Watson Research Lab**

### **PracticalMarkets, Brookline NH** **Managing Partner**

**2002-Present**

Strategic planning, standards strategy, competitive positioning, marketing, business development, product management, human factors analysis and user interface design, program technical management, program technical architecture consulting. Recent projects have included:

- Joint Marketing Plan for a Massachusetts arts consortium – Management Consultant
- 140,000+ user C#/ASP.net Global Social Networking Web Portal – Technical Project Manager
- Ruby-on-Rails-based Team and Event Management Web Portal – Project Manager
- \$45MM J2EE-based Air Force Virtual Personnel Services Center program – Program Architect, Product Manager
- Debugging XML/ASP.net-based Travel Affiliate Marketing system – Software Architecture Consultant
- Business Planning for a Cloud-computing Startup – Management Consultant

### **Foliage Software Systems, Burlington MA** **Engineering Director**

**2001-2002**

Delivered marketing collateral, technical direction and project management for boutique consulting services company. Focused on e-Business, e-Medical and Wireless practices. Led Pay.gov architecture and documentation team. Led MegaScan Medical Imaging Monitor Calibration team. Delivered white-papers and presentations on security, wireless, e-business and web applications.

### **WebEnable/Wireless Commerce Automation, West Concord MA** **CEO, CTO, VP Marketing**

**1996-2001**

Founded and led WebEnable, a software company that delivered secure Internet-based indirect partner relationship management software products (sales and marketing automation) for Automotive, Heavy Equipment, Aerospace and Defense manufacturers. Spun out and led sister-company, Wireless Commerce Automation, a software company delivering secure wireless field service and supply chain automation software products for high-value industrial capital equipment manufacturers. Key accounts included Caterpillar, Microsoft, InfoTest, Intellify and ImageLabs.

### **Digital Equipment Corporation, Littleton MA** **Engineering Manager, Network Systems Management Technical Office** **Technical Director, Network Systems Management Advanced Development** **Program Manager, Enterprise Management Program Office**

**1986-1996**

"I worked for BD and it was a great experience. BD created a very productive environment where smart people could collaborate and solve some very hard problems. BD had the organization skills to create and protect that environment, recruit a team of superstars and then to take our results and get other teams to adopt them." - **Jeffrey P. Snover - Microsoft Management Architect, Microsoft Partner**

Managed multi-site, international research, advanced development, standards and architecture group distributed over UK, Massachusetts, New Hampshire, Colorado and Washington.

Provided technical direction for Digital Networked Systems Management product futures, including defining long-range product line strategies, identifying relevant new technologies, evaluating tactical trade-offs and resolving conflicts between groups implementing components of corporate strategies.

## EDUCATION

**Babson College**  
**Digital Equipment Corporation**  
**Bates College**

**Executive Management**  
**Management, International Negotiation, Media Relations, Human Dynamics**  
**Physics/Mathematics**