Alan Marks

Principal at Cavudyne

Summary

Expert and innovative leader of projects and people in software and content. I have practical experience in leading visionary projects in every phase from concept to delivery. My experience ranges from enterprise software to content-centric projects such as ebooks and courseware. I am especially interested in open projects in education.

I specialize in driving change, in moving agendas forward, and in bringing disparate groups together to achieve common goals.

Experience

Principal at   Cavudyne

June 2010 - Present (2 years 2 months)

Providing software leadership, experience and expertise. Deep and practical experience helping companies manage change and growth, including implementation of development methodologies such as Agile.

Consultant at   rSmart

October 2011 - February 2012 (5 months)

Engaged by rSmart to help ramp up for a new product offering. Working with C-level leadership team, consulted on product strategy, definition and positioning. With development and product teams, began establishment of improvements through agile practices. Identified needs and revised internal communication practices. Acted as internal evangelist for new product throughout the company.

2 recommendations available upon request

Project Director, Sakai Open Academic Experience at   Sakai Foundation

June 2010 - September 2011 (1 year 4 months)

Built and directed a globally distributed team that created a new, clean-slate version of a platform for academic learning and research. This open-source collaboration between a number of well-known universities delivered version 1 in September 2011 after 14 months of development. My role was to build the development team, define and direct the agile development process, define ways to work with a very large set of stakeholders, and manage the project to completion.

3 recommendations available upon request

Vice President, Engineering at   Limelight Development

January 2008 - June 2010 (2 years 6 months)

Co-leader of a software spin-off of a larger consulting company. Responsible for business side activities such as product management, HR, IT, and legal for the new company in addition to development side duties including managing program management and test. Post-sales, I oversaw our integration engineering efforts

at customer sites. In 2010, due to funding issues, the new company was closed.

1 recommendation available upon request

Director, Software Development at Business Intelligence Associates, Inc. (BIA)

October 2006 - December 2007 (1 year 3 months)

Second hire in new commercial software division of expanding, eight-year-old, national consulting firm. Brought aboard to create product plan, hire team, build process – in short do everything necessary to build a brand new product and team from scratch. In the beginning, implemented Agile development process, created vision documents, wrote specs and schedules, hired personnel, and took out the trash. As the team grew, shifted to direct management of PM and Test teams and general oversight of the development effort. In roughly three years, brought an enterprise-class, behind-the-firewall appliance from concept to customer delivery.

1 recommendation available upon request

Senior Program Manager at Microsoft

2004 - 2006 (2 years)

Joined the Office team as a Senior PM in the core Word Team, brought aboard to help with projects that required both significant cross-company collaborative expertise and deep knowledge of the issues concerned with rendering type on screen. I was responsible for the integration of complex and fundamental technologies such as the new Office Art engine, as well as for the fundamental layout and typographical systems. During my tenure, we made significant improvements in each of these areas. Patents awarded for innovations in layout functionality.

Lead Program Manager, eDocument Platform Team at Microsoft

2001 - 2004 (3 years)

Led team that defined the APIs and layout capabilities of a new eDocument platform in Windows Vista; including three direct reports. Key responsibilities included owning the feature team vision, mission and priorities; driving my PM team to write great specs; and understanding and negotiating dependencies on other client teams. Part of the management team that defined our M0 process and deliverables.

As individual contributor, responsible for UI for reading eDocuments in Windows Vista. Wrote specs, drove feature development, prioritized developer work, and led triage. Worked cross-team with other Microsoft groups to make sure that our features integrated well. US and International patents filed for innovative UI.

Lead Program Manager and Release Manager, Microsoft Reader at Microsoft

2001 - 2001 (less than a year)

Release Manager for Reader 2.1 to both Win32 and PocketPC 2002 in five languages each with simultaneous release of updated global DRM activation site and worldwide marketing campaign. Met charter of driving team to release on schedule. Ran triage, set and maintained bug glide path, negotiated process points across PM, Dev, and Test. Defined exit criteria. Designed weekly quality push process, which contributed to high quality and on-time release. Managed user education and localization efforts through my direct reports. Received second VP Gold Star award in recognition of "outstanding effort."

Strategic Partner Manager, Microsoft Reader at   Microsoft
1999 - 2001 (2 years)

Responsible for developing programs designed to bring major U.S. and international publishing and retail partners on board Microsoft's ebook effort. These efforts included high-level meetings and conferences with publishers, driving development of a suite of tools for conversion of content to ebook format, and technical support programs such as beta deployment. Designated by Microsoft as its representative to several publishing industry trade groups such as the Association of American Publishers and the Book Industry Study Group.

Lead Program Manager/Managing Editor, Microsoft Press at   Microsoft
1996 - 1999 (3 years)

Led ebook effort at Microsoft Press. Developed vision for group, successfully lobbied for headcount and budget, hired team, and developed an effective and efficient production process that integrated with the existing editorial and production process. Managed external production vendors and budget. Leveraged work into revenue-generating product line. Received a Divisional Recognition award for "breakthrough contributions to Press" as well as a VP Gold Star award.

Producer / Lead Program Manager at   Sakson & Taylor
1993 - 1996 (3 years)

Project manager and information designer for small online information consulting firm. Designed online help systems. Authored help systems and printed documentation using single source production tools. Supervised other employees.

Auxiliary Faculty at   University of Washington
1993 - 1996 (3 years)

Instructor in UW Certificate Program in Technical Communication, teaching Introduction to HTML, Advanced HTML, Advanced Technical Writing, and The Computer in Technical Communication.

Information Designer at   WinWriters
1992 - 1993 (1 year)

Project manager and information designer for small online information consulting firm. Designed online help systems. Authored help systems and printed documentation using single source production tools. Supervised other employees.

Languages

French
German

Skills & Expertise

Software Engineering
Process Improvement

Start-ups
Testing
Team Building
User Interface
Agile Methodologies
Software Development
SaaS
Cloud Computing
Information Architecture
Software Project Management
XML
Web Applications
Project Management
Open Source
User Experience
Product Management
Program Management

Patents

Relative attributes of floating objects

United States Patent 7,814,414   Issued October 12, 2010

Inventors: Alan Marks

Relative attributes of floating objects are disclosed. A user may obtain a floating object and specify that an attribute of the floating object is relative to a layout object of a page. In one aspect, the magnitude of relativity is determined, and the attribute of the floating object is maintained in accordance with the magnitude of relativity. In this manner, a page remains dynamically robust during page formatting operations and/or changes in page layout.

Size-based font smoothing

United States Patent 7,388,591   Issued September 15, 2005

Inventors: Alan Marks

Font smoothing technology is employed to enhance the readability of rendered text. Various font smoothing approaches can be used by an application to optimize the readability of text to be rendered.

System and method for navigating content in an item

United States Patent 7,159,188   Issued January 2, 2007

Inventors: Alan Marks

A system and a method for a user interface which generates a preview display to aid in the navigation of items of content on a computer. A screen displays an item to a user. Upon receipt of a user input representing a proposed navigational action to be performed with respect to the item, a preview display is generated and rendered on the screen display. The preview display includes at least a portion of the display which would result from a selection to perform the navigational action with respect to the item.

Education

University of Washington

M.S., Technical Communication, 1990 - 1992

University of Pennsylvania

B.A., Psychology, 1980 - 1984

Linked **in**.

7 people have recommended Alan

"I had the pleasure of working with Alan Marks at rSmart. Alan is a very talented, highly focused, and driven individual. He has a unique ability to work cross-functionality in high stress situations and deliver results. Alan takes the quality of his work very seriously. I highly recommend Alan without reservation."

— **Kyle Kaechele***, Vice President, Sales and Marketing, rSmart*, managed Alan indirectly at rSmart

"Alan jumped in at a critical time, hit the ground running and performed very well for us. He improved our process and delivered high quality work in a challenging environment with a new and rapidly evolving product."

— **Tom Chapman**, was Alan's client

"The Sakai Open Academic Environment (OAE) software project is releasing version 1 in the coming days. Alan Marks, as project director, brought considerable range and depth of people and project management experience to our efforts. His contributions have been invaluable. We would not be where we are - and survived what we've been through - without him. And Alan has always been the ultimate professional and a pleasure to work with."

— **David A. Goodrum***, Chair, Steering Group, Sakai Open Academic Environment (OAE) project*, managed Alan indirectly at Sakai Foundation

"Alan is a highly motivated, dedicated and adaptable software professional who brought his considerable development experience and expertise to bear in directing the initial stages of the Sakai Open Academic Environment Managed Project during 2010-11. Alan creatively applied agile techniques to a complex, highly distributed, community based software development spread across three continents. His leadership played a major role in overcoming challanges and securing a software release at the end of the first year of the project. I highly recommend Alan."

— **Ian Dolphin***, Executive Director, Sakai Foundation*, managed Alan at Sakai Foundation

"Alan came into a tough situation leading a major open source effort and successfully established the role of project director where there wasn't one before. It's not easy being the first one to define a such a leadership position. He established the development process and worked to put the right team in place to ultimately put the project on the right track for success."

— **Bob Benedict***, partner and co-founder, engineeringi LLC*, was with another company when working with

Alan at Sakai Foundation

"Alan is a pilot. He not only can fly planes, but he also pilots organizations. At Limelight he was critical in taking them off the ground and into new territory. He's excellent at setting goals and charting how to get there; organized and methodical where it's critical, but seeking out new information along the way and correcting course; always moving the team toward the ultimate destination. He thinks strategically, but he also rolls up his sleeves and does what needs to be done to make things happen. As my manager, Alan was always upfront, fair and honest. He also had a keen interest in the development of those reporting to him. I have high regard for his integrity."

— **Beth R.**, *Senior Program Manager, Limelight Development*, reported to Alan at Limelight Development

"Alan is a consummate professional. I have rarely worked with an individual that has the level dedication, attention to detail and professional skills that he brought to his work every day. I could count on Alan to fully embrace a challenge and execute on any task given beyond expectations. He would be a valuable addition to any team."

— **Brian S.**, *President, Business Intelligence Associates, Inc. (BIA)*, managed Alan at Business Intelligence Associates, Inc. (BIA)

Contact Alan on LinkedIn

Sakai

Recent Sakai News and Events
Foundation Appoints Sakai 3 Project Director

I am very pleased to announce that Alan Marks will join the Sakai Foundation staff as project director for the Sakai 3 project. Alan's hire is an important milestone for the project and for our community.

Alan's most recent role was vice president of product development at Limelight Development, a software startup. He has 18 years of experience in all phases of software development from concept through release to sustained engineering. He has directed product development and managed significant software projects for Microsoft, HP, SAP, Adobe & and others. His background also includes public speaking and lecturing at the University of Washington on topics such as user interface design and the presentation of online information. His academic background includes a M.S. from the University of Washington and a B.A. from the University of Pennsylvania.

Incoming Sakai executive director, Ian Dolphin, has been involved throughout the selection process and shares his perspective: "Alan brings a unique combination of talent and experience to the position of Sakai 3 project director. We had a very deep pool of qualified applicants for this position. We were able to identify and attract the candidate that brings the approach and experience that create greatest confidence in the success of the Sakai 3 project. I look forward to working with him to realise the exciting vision for supporting academic collaboration that Sakai 3 embodies".

Alan will be a Sakai Foundation employee reporting to Sakai Foundation executive director, Ian Dolphin, and accountable to the Sakai 3 steering group which includes: co-chair Ian Dolphin (executive director, Sakai Foundation), co-chair Philip Uys (Charles Sturt), David Ackerman (NYU), Clay Fenlason (product manager, Sakai Foundation and Georgia Tech), David Goodrum (Indiana), Oliver Heyer (UC Berkeley), and John Norman (Cambridge). The position is supported, at present, by funds from the participating institutions.

Alan begins work on Monday, June 28 and can be reached at alanmarks@sakaifoundation.org. Please look for a message from Alan next week, introducing himself and sharing his approach to the Sakai 3 project.

Join me in welcoming Alan to the Sakai community.

Josh Baron
Chair, Sakai Foundation Board

CAVUDYNE, LLC

This information is current as of February 15, 2012.

Company Name: CAVUDYNE, LLC

Status: Active Filing Date: 07/10/2010

Entity Type: Limited-Liability Company File Number: 603031267

Filing State: Washington (WA)

Company Age: 2 Years

Registered Agent: Alan Marks
7358 23rd Avenue Nw
Seattle, WA 98117

software engineering

change management

educational technology

"We would not be where we are—and survived
what we've been through—without Alan."

HOME ABOUT

CAVUDYNE   425.785.3284   info@cavudyne.com
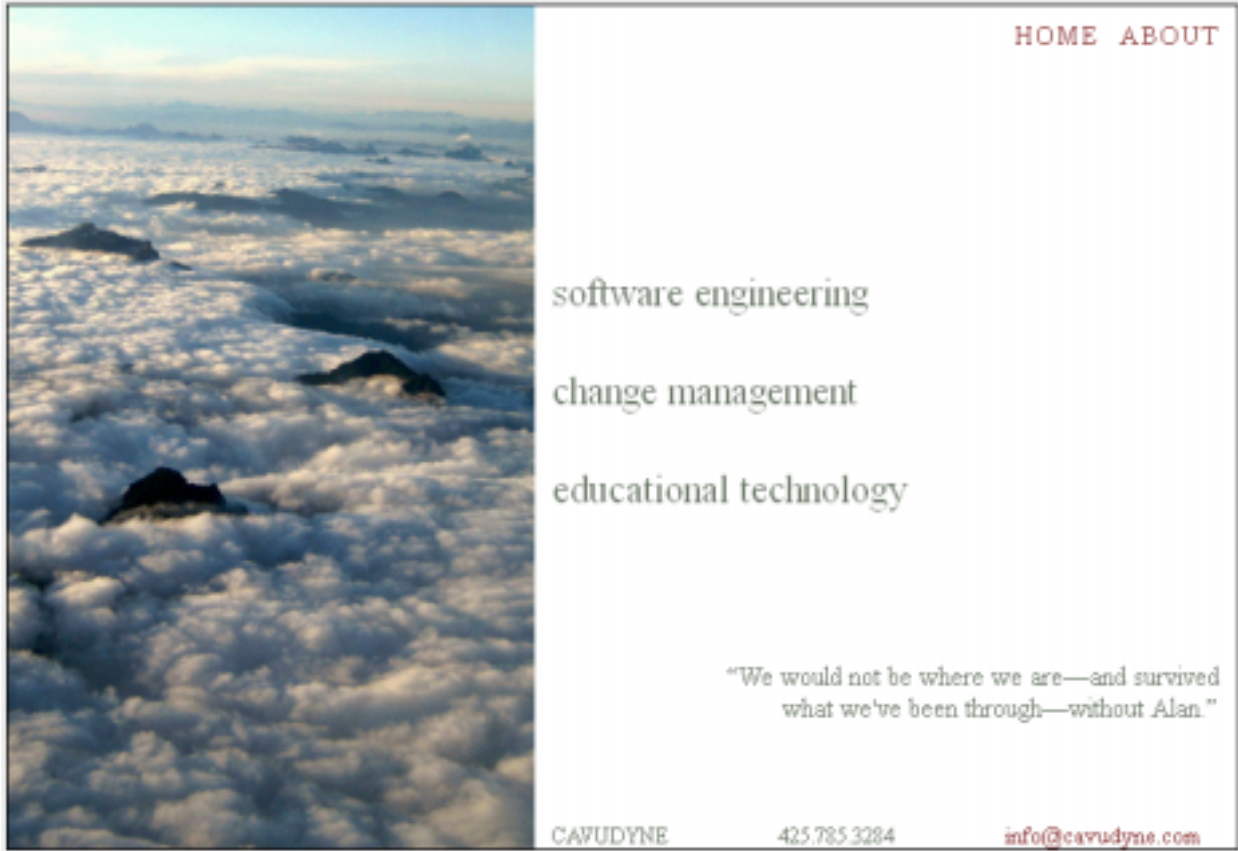
Home page

HOME ABOUT

Alan Marks is principal at Cavudyne. With over 20 years of software development, content, and management expertise, he's an expert and innovative leader of software projects, specializing in building teams and engineering software using repeatable, sustainable processes.

See his full profile on Linkedin

CAVUDYNE   425.785.3284   info@cavudyne.com

About page

Whois Record

Reverse Whois:	"Whois Privacy Protection Service, Inc." was found in about 1,700,705 other domains
Registrar History:	1 registrar
NS History:	1 change on 2 unique name servers over 1 year.
IP History:	9 changes on 4 unique IP addresses over 1 years.
Whois History:	5 records have been archived since 2011-09-25
Dedicated Hosting:	cavudyne.com is hosted on a dedicated server

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Domain name: cavudyne.com

Registrant Contact:
   Whois Privacy Protection Service, Inc.
   Whois Agent ()

   Fax:
   PMB 368, 14150 NE 20th St - F1
   C/O cavudyne.com
   Bellevue, WA 98007
   US

Administrative Contact:
   Whois Privacy Protection Service, Inc.
   Whois Agent ((xlwtfckd@whoisprivacyprotect.com)
   +1.4252740657
   Fax: +1.4259744730
   PMB 368, 14150 NE 20th St - F1
   C/O cavudyne.com
   Bellevue, WA 98007
   US
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Technical Contact:
   Whois Privacy Protection Service, Inc.
   Whois Agent (xlwtfckd@whoisprivacyprotect.com)
   +1.4252740657
   Fax: +1.4259744730
   PMB 368, 14150 NE 20th St - F1
   C/O cavudyne.com
   Bellevue, WA 98007
   US

Status: Locked

Name Servers:
   dns1.name-services.com
   dns2.name-services.com
   dns3.name-services.com
   dns4.name-services.com
   dns5.name-services.com

Creation date: 23 Sep 2011 19:12:00
Expiration date: 23 Sep 2012 11:12:00
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Business Intelligence Associates, Inc. (BIA)

BIA

For almost a decade, BIA has been developing and implementing defensible, technology driven solutions that reduce the costs and risks related to litigation, regulatory compliance and internal audits. BIA offers enterprise software solutions complimented by mature professional services in the areas of Litigation, Digital Investigations and Electronic Policy Consulting. BIA provides software and services to Fortune 1000, Global 2000 companies and Am Law 100 law firms. Headquartered in New York City, BIA also has offices in San Francisco, Seattle, Washington DC and in Southwest Michigan. BIA maintains digital evidence response units throughout the United States, Europe, Asia, and the Middle East. BIA's unique and positive workplace culture promotes diversity and celebrates the professional skills of each individual. For more information about BIA, please visit www.biaprotect.com.

Specialties

information management, digital evidence, electronic discovery, document review, data collection, data analysis, consulting, regulatory, compliance, esi management, software, services, information technology, Solis, TotalDiscovery, DiscoveryBOT

Limelight Development (Formerly BIA)

From Lawrence Jackson recommending Robert Aldridge, Linkedin

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www.linkedin.com/company/223342?goback=.fps_PBCK_*1_Alan_Marks_*1_*1_*1_*1_*2_*1_Y_*1_*1_*
1_false_1_R_*1_*51_*1_*51_true_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2
&trk=pro_other_cmpy   19 July 2012

Alan Marks

7358 23rd Avenue NW Seattle, WA 98117 | 425-785-3284 | alan@cavudyne.com

SUMMARY

Expert and innovative leader of projects and people in software and content. I have practical experience in leading visionary projects in every phase from concept to delivery. My experience ranges from enterprise software to content-centric projects such as ebooks and courseware. I am especially interested in open projects in education.

I specialize in driving change, in moving agendas forward, and in bringing disparate groups together to achieve common goals.

EXPERIENCE

Principal   6/2010 – Present
Cavudyne

Providing software leadership, experience, and expertise to a variety of clients.

Director, Open Academic Environment Project   7/2010 – 9/2011
Sakai Foundation

Built and directed a globally distributed team that created a new, clean-slate version of a platform for academic learning and research. This open-source collaboration between a number of well-known universities delivered version 1 in September 2011 after 14 months of development. My role was to build the development team, define and direct the development process, define ways to work with a very large set of stakeholders, and manage the project to completion.

Vice President, Product Development   8/2008 – 4/2010
Limelight Development, Seattle, Washington

Co-leader of a software spin-off of a larger consulting company. Responsible for business side activities such as product management, HR, IT, and legal for the new company in addition development side duties including managing program management and test. Post-sales, I oversaw our integration engineering efforts at customer sites. In 2010, due to funding issues, the new company was closed.

Director of Product Development   9/2006 – 8/2008
Business Intelligence Associates (biaprotect.com), Seattle, Washington

Second hire in new commercial software division of expanding, eight-year-old, national consulting firm. Brought aboard to create product plan, hire team, build process – in short do everything necessary to build a brand new product and team from scratch. In the beginning, designed the development process, created vision documents, wrote specs and schedules, hired personnel, and took out the trash. As the team grew, shifted to direct management of PM and Test teams and general oversight of the development effort. In roughly three years, brought an enterprise-class, behind-the-firewall appliance from concept to customer delivery.

Time off   3/2006 – 9/2006
Seattle, Washington

After voluntarily leaving Microsoft, spent six months recharging my batteries. Reading, writing, and family.

Microsoft Experience   12/1996 – 3/2006
Microsoft Corporation, Redmond, Washington

The following five positions detail my almost 10 years of experience at Microsoft. All positions listed are full time (not contract) and represent continuous employment.

Senior Program Manager   1/2004 – 3/2006
Microsoft Word 2007

Joined the Office team as a Senior PM in the core Word Team, brought aboard to help with projects that required both significant cross-company collaborative expertise and deep knowledge of the issues concerned with rendering type on screen. I was responsible for the integration of complex and fundamental technologies such as the new Office Art engine, as well as for the fundamental layout and typographical systems. During my tenure, we made significant improvements in each of these areas. Patents awarded for innovations in layout functionality.

Lead Program Manager & User Experience Program Manager   12/2001 – 1/2004

Microsoft Windows Client Platform

Led team that defined the APIs and layout capabilities of a new eDocument platform in Windows Vista; including three direct reports. Key responsibilities included owning the feature team vision, mission and priorities; driving my PM team to write great specs; and understanding and negotiating dependencies on other client teams. Part of the management team that defined our M0 process and deliverables.

As individual contributor, responsible for UI for reading eDocuments in Windows Vista. Wrote specs, drove feature development, prioritized developer work, and led triage. Worked cross-team with other Microsoft groups to make sure that our features integrated well. US and International patents filed for innovative UI.

Lead Program Manager and Release Manager   4/2001 – 12/2001
Microsoft Reader v2.0, v2.1

Shipped Reader 2.1 to both Win32 and PocketPC 2002 in five languages each with simultaneous release of updated global DRM activation site and worldwide marketing campaign. Met charter of driving team to release on schedule. Ran triage, set and maintained bug glide path, negotiated process points across PM, Dev, and Test. Defined exit criteria. Designed weekly quality push process, which contributed to high quality and on-time release. Managed user education and localization efforts through my direct reports. Received second VP Gold Star award in recognition of "outstanding effort."

Strategic Partner Manager   8/1999 – 4/2001
Microsoft Reader v1.0, v1.5

Created programs designed to bring major U.S. and international publishing and retail partners on board Microsoft's ebook effort. These efforts included discussions with publishers, driving development of a suite of tools for conversion of content to ebook format, and technical support programs such as beta deployment. Designated by Microsoft as its representative to several publishing industry trade groups such as the Association of American Publishers and the Book Industry Study Group.

Managing Editor   12/1996 – 8/1999
Microsoft Press

Championed ebook effort at Microsoft Press, creating a new revenue stream. Developed vision for group, successfully lobbied for headcount and budget, hired team, and developed an effective and efficient production process that integrated with the existing editorial and production process. Received a Divisional Recognition award for "breakthrough contributions to Press" as well as a VP Gold Star award.

Producer / Lead Program Manager   **8/1993 – 12/1996**
Sakson & Taylor, Inc., Seattle, Washington

Produced and delivered award winning training, courseware, information systems for a variety of customers including Microsoft, Hewlett-Packard, and SAP.

Information Designer   **9/1992 - 8/1993**
WinWriters, Seattle, Washington

Project manager and information designer for small online information consulting firm. Designed online help systems. Authored help systems and printed documentation using single source production tools. Supervised other employees.

Auxiliary Faculty   **12/1993 – 9/1996**
University of Washington, Seattle, Washington

Instructor in UW Certificate Program in Technical Communication, teaching *Introduction to HTML, Advanced HTML, Advanced Technical Writing, and The Computer in Technical Communication*.

EDUCATION

University of Washington   **9/1990 – 12/1992**
Seattle, Washington

- Master of Science in Technical Communication (now, Human Centered Design & Engineering)
- Focus on the development of online information systems.

University of Pennsylvania   **9/1980 – 5/1984**
Philadelphia, Pennsylvania

- Bachelor of Arts in Psychology

Notes

All three of the patents listed on the resume were checked with the U.S. Patent and Trademark Office. All were done with one to three other inventors. The patents were assigned to Microsoft Corporation. The applications were filed in 2003-2005 and issued 2007-2010.