
LAC DO

PROFILE

Three decades of Sales and Business Development in Guiding, Collaborating, Migrating, Transforming, Modernising and Innovating Large Scale Broadcast and Media Enterprises and Public Sector, Critical Business Infrastructures, Technologies, and Services. From RF, Telephony, Cloud Platforms.

EXPERIENCE

FOUNDER, MEDIA WOOC, LONDON – 2021 - PRESENT

Design and Implement a Full-Stack Interactive Media Platform for Music and Video Streaming, E-Ticketing, Social Networking, and Targeted Advertising using Cloud and BlockChain (NFT) modalities.

PARTNER SOLUTIONS ARCHITECT, AWS, LONDON, – 2015 - 2021

Engaged and Collaborated with customers, engineering teams, external partners, and AWS to set product development priorities. Planned, developed, executed, and delivered solution architectures (SaaS, PaaS, traditional based) with partners and Tier-1 customers. Covered Sectors: Media and Entertainment, Targeted Advertising, and Broadcasting.

DIRECTOR OF STRATEGIC SALES, ENVIVIO, SAN FRANCISCO – 2013 - 2015

Managed and Monetised Strategic Tier-1 Content Owners, Broadcast, Telco and MSO Accounts: Turner, ESPN, Time Warner Cable, Verizon, AT&T, Level-3, Global Crossing/Genesis, and Telmex. Represented the company at industry-standard bodies – SMPTE, EBU/ISOG, VSG, DVB, ATSC Conferences and Press Events.

PRODUCT MANAGER, FUJITSU, YOKOHAMA/SUNNYVALE – 2011 - 2013

Managed Product Lines: Premium, Ultra-delay MPEG (H.264) compression products (encoder/decoder) for contribution markets (studios, sports stadiums, satellites). Collaborated with ABC NBC, CBS, ESPN, Disney, and others to deliver advanced features and requirements.

SOLUTIONS PRODUCT MANAGER, ATEME, PARIS/SAN FRANCISCO – 2009 - 2011

Managed and Directed H.264 (AVC) Marketing Strategies and Products Roadmaps. Planned Products and Market Size Estimation. Coached Junior Product Manager on MRD and Market requirements. Promoted new sales inroads and product awareness worldwide.

SR. SQA/INTEGRATION ENGINEER, BIGBAND NETWORKS, REDWOOD CITY – 2003 - 2009

Collaborated with R&D team members. Leased Products. Integrated, Qualified and Tested features (RF, MPEG Video Quality, TCP/IP Stacks, Targeted Advertising).

SYSTEMS ENGINEER, ADVANCED FIBRE COMMUNICATIONS, PETALUMA – 2002 - 2003

Planned and managed projects for Domestic and Global Telco IPTV Field and Lab Trials. Coordinated and worked with partners, vendors and customers to create systems and network

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designs.

SALES ENGINEER, HARMONIC, SLOUGH– 2000 - 2002

Provided Pre Sales Engineering and Integration Support for EMEA customers. Defined and Clarified Emergence Digital Broadcast TV and ATM/IP Topologies. Led Technical Sales Support.

FIELD SERVICE ENGINEER, COM21, MILPITAS – 1994 - 2000

Support for NOC customers to resolve issues associated with Com21 CMTS and Cable Modems. Provided technical assistance with trade shows and performed remote repairs/ECO

EDUCATION

SAN FRANCISCO STATE UNIVERSITY, PHYSICS, 1994

SKILLS

- ❖ Establish and Maintain Short- and Long-term Strategic, Business and Technological partnerships.
- ❖ Innovate for revenue growth using migration and transformation methods
- ❖ Reach Markets, Propose Business Cases and Write PRD for product lines.
- ❖ Design, Write, Sale, and Implement Solution architectures.
- ❖ Product and Sales Management: Visual computing and video compression (VQ, product management, roadmaps)
- ❖ Agile Full-Stack Development and delivery using best practices of DevOps (AWS Solutions Architect Associate, HTML5, Bootstrap, Python, Javascript, React/React Native, C/C++, Golang, Machine Learning, microservices using dynamic media storage and backend services)
- ❖ Global citizen with diverse cultural and enterprise awareness.
- ❖ Business and Technical Communications and Writing
- ❖ Digital, Simulcast Broadcasting, OTT, micro-targeted advertising (Studio, Satellite, Optical Fibre, Broadcast Standards [DVB, HbbTV, ATSC, CableLabs) Headends over RF, HFC, ATM, IP and Cloud Networks)
- ❖ Languages: English, Mandarin, Cantonese, Vietnamese (Some Spanish, French)