

# CHRISTOPHER A. PERI *Ph.D.*

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I have worked on web and new media technologies for the last 15 years; within a leadership role over the last eight. I have co-founded a company, conceived and developed products as well as provide vision, strategic guidance, and technology implementation for SaaS and new media business. Typically reporting to the CEO, I accept responsibility for overseeing all technical aspects of product development, deployment and on-going management. This includes:

- *Identification, design, development, and maintenance of solutions to meet strategic business objectives.*
- *Implement process and procedures in software development and product management, ensuring software quality and short time to market for new products or product revisions.*
- *Manage schedules, budgets and staffing for multiple, concurrent projects.*
- *Provide hands on management of technical issues where required.*

My primary roles in the last eight years have been in strategic planning, directing production teams as well as managing customer relations for product creation and deployment. In recent years I have;

- *Revised the overall IT team and product architecture to deal with increased web traffic and push to completion of a stalled new version of the product.*
- *Conceived of and directed the creation of a SaaS product whose success is now the center product of the company with over 1k visitors a day.*
- *Founded and grew a company from within NASA that exposed me to almost every aspect of business operations. This company is now funded.*
- *Participated in a 'found a company over a weekend' experiment with over 120 participants. Was elected the leader of the group and Chairman of the board.*

I believe my success is based on my hands-on management style. I work well with technical and design teams, marketing and budget divisions having been a developer/designer and small business founder myself.

## PROFESSIONAL EXPERIENCE

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***CBS Interactive, SF, CA.***

***Sr. Manager***

***05/09 - 05/10***

Set strategy for introduction and greater integration of community and social media. Manage redesign and migration of the web site BNET, including international brands, to a new platform. Manage and set policy for social media accounts on facebook, twitter and linkedin.

- *Author a 2 year plan for Social Media and Community later used as the foundation document for many CBSi brands.*
- *Worked across multiple teams to create specifications for migration BNET to a new platform as well as implantation of a new design.*
- *Grew the BNET twitter account from ~400 to over 3000 follower. Help grow Facebook from ~400 to over 5000 fans.*

***Mashable.com, SF, CA.***

***CTO***

***04/08 - 10/08***

Manage and improve current contractor relationships. Acquire new technical personnel as required. Determine cause of and resolve current web site issues. Identify and create new products to leverage off current assets and market position. Identify and monitor product presence in the market.

- *Repaired strained relationships with external vendors.*
- *Re-Architected the existing server network resulting in improved page load times from 8 sec to 2 sec.*
- *Created analytics system to evaluate and compensate authors based on performance.*
- *Revived, redesigned and released a new version of the site that had languished for months.*

## ***Simulat, Berkeley, CA.***

***CTO***

***10/05 - 04/07***

Design solutions and direct the execution of all projects. Manage customer relations during project definition and production. Author IP documentation for current and future technologies. Responsible for identifying, hiring and performance review of a production team of eight members as well as manage remote contractors. Identify those tasks that were to be done in-house vs. outsourced.

- *Conception and definition of Simulat's lead product; Vyew. This product is the first web2.0 application to mix real-time web based collaboration and social networking functionality.*
- *Project lead and Architect on a very complex web application that allows a user to create mosaic tile designs, apply those designs to objects in a 2D CAD application as well as viewing in a real-time 3D display.*

## ***PureSense, NASA/Ames Research Center, Mountain View, CA.***

***CO-FOUNDER / DIRECTOR, CONTENT DELIVERY AND INFORMATION SERVICES***

***9/01 - 10/05***

Identify information needs of diverse user communities and establish the process for translating priority needs into technical specifications for a GIS data visualization system. Directed the design, testing and development of the foundation product as well as directed other engineers and programmers. As a co-founder, I was also involved in the setting up the business, budgets, road maps, presentations, identifying, hiring and management of technical personal, etc...

- *Manage the installation of a limited number of remote sensors in a water utility.*
- *Manage the design and implementation of a dynamic GUI which communicates the changing values of water quality using GIS and other data presentation techniques.*

## ***Babcock & Brown, San Francisco, CA.***

***MANAGER, CONTENT DESIGN & DELIVERY***

***9/00 - 7/01***

- *Establish and facilitate appropriate use of company design standards and protocols.*
- *Contribute to the assessment of how the company can leverage new information and communication technologies to better business presentations.*
- *Evaluate presentation interfaces used by different employees to access, research and manipulate information online.*
- *Manage overall look and feel standards employed by staff distributed in international locations.*

## **SKILLS**

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### ***Techniques***

Create and manage product teams; Define product strategy; Functional requirements; Product Architecture; Project Scoping, Planning and Management;

### ***Tools***

MS Office Pro Suite; (LAMP - HTML; CSS; PHP; MySQL); JavaScript (AJAX); Flash (programming and design); PhotoShop; 3DSMax; AutoCAD; Illustrator; some experience with Java.

## **EDUCATION**

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### ***University of California, Berkeley, CA.***

***1997 - 2003***

Ph.D in Architecture; primary research conducted on virtual technologies and their application in the construction of online workspace environments and the use of visual interfaces to support unique forms of collaboration throughout the design process. Minor in Cognitive Science and Program Evaluation in Education.

Dissertation title: SPATIAL COMMUNICATION IN COLLABORATIVE VIRTUAL ENVIRONMENTS

**University of California, Berkeley, CA.**  
**1995 - 1997**

Received the first Masters in Science of Architecture from Berkeley, minor in Visual Cognition. Masters thesis: SPATIAL PERCEPTION IN VIRTUAL ENVIRONMENTS: Visual Cognition Gain with Head Mounted Displays

**University of California, Berkeley, CA.**  
**1993 - 1995**

AB in Architecture. First undergraduate to be invited to take a joint graduate level course at Stanford University in Design and Construction in Computing.

## **ACADEMIC EXPERIENCE**

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**University of California, Berkeley, CA.**  
**2007 - 2007**

INSTRUCTOR: 3 unit course. Both undergrad and graduate. Course Name: FLASH Forward: how the choice in media can impact a message

Lectures will focus on how a choice in media can impact a message. A message delivered via text only versus one delivered using rich graphics and video will be received differently, even if it is the same message. This is typically referred to as the 'user experience' with the message. In this course we will explore a number of different web presentations using various static as well as interactive media.

**University of California, Berkeley, CA.**  
**1997 - 2000**

STUDENT INSTRUCTOR: 3 unit course. Both undergrad and graduate.

Assisted and created exercises for a four unit course (arch 132) on the use of digital tools in design, communication and presentation. This course introduces students to the three main aspects of

Computer-Aided Design (CAD) in architecture: methods, tools and practices. This included HTML, 2D CAD, custom application and 3D CAD. Completely revised and updated a two unit course (arch 133b) that focused on 3D modeling using 3DSMax and VRML publishing. Students were also introduced to real-time virtual worlds through an exercise I created called Archville.

## **PUBLISHED PAPERS**

- *Various articles in iPhoneLife magazine. 2009-2010*
- *SQUARE PEGS IN A ROUND HOLE OR HORSELESS CARRIAGE? A discussion on the impact of CAAD tools in design. Published in ACADIA99*
- *ARCHVILLE: A distributed VR system for teaching real-time design collaboration. Accepted by ACSA Technology Conference 2000.*
- *ARCHVILLE: A Collaborative Virtual Environment. Published in ACADIA00*
- *ARCHVILLE: A Pedagogy for Teaching Collaboration in a VR Environment, Proceedings of the Collaborative Virtual Environments, San Francisco, USA. 2000*

## **AWARDS**

- *Best Demo – Office 2.0 in SF 2006*
- *AVATAR DESIGN 98 99 (AVVY)*
- *Outstanding Graduate Student Instructor Award 98,99*
- *UC BERKELEY CED FELLOWSHIPS 97,98,99,00*

## **PATENTS**

- *System and method for emergency response: Patent number: 7343302*
- *System and method to create a collaborative web-based multimedia layered platform: Application number: 11/657,787*