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## Competencies

### Roles

Manager Professional Services; Senior Consultant; Strategist, Contact Center Optimization; Project Manager; Software Developer

### Operating Systems and Databases

Windows NT, Windows 2000, Windows 2003 Server, MS Access, SQL Server

### Programming Languages

ASP.NET, VB, VB.NET, C#, C/C++

## Inova Corporation

### Manager Professional Services, Technical Consultant – 2003 to Present

- Responsible for building Inova Professional Services, which provides technology assessments, contact center optimization engagements, and software development services to Fortune 1,000 and other Blue Chip customers around the world.
- Technical consultant to Inova Sales.

## LeBlond Consulting

### Principal - 2001 to 2003

- Senior Design Engineer for Inova Corporation crafting a major design proposal for the City of Chicago's "BusInfo" project; authoring whitepapers on Inova's latest middleware product (LightLink 4.0); and conducting in-depth training of the Service and SQA Departments on the use of the latest product.
- Co-authored *ASP.NET Cookbook: The Ultimate ASP.NET Code Sourcebook* for O'Reilly & Associates. The book is targeted towards intermediate and advanced ASP.NET developers.

## Dominion Digital, Inc.

### Director of Marketing, Senior Consultant - 1999 to 2001

- Responsible for building Dominion Digital's brand throughout Virginia and mid-Atlantic and for developing marketing programs to maintain growth. Headed up marketing communications, strategy, and thought leadership in target segments.
- Developed all content for website ([www.dominiondigital.com](http://www.dominiondigital.com)), including all client stories and press releases. Played leading role in creating ads, radio spots, and other promotional media.
- Prime role in business development & sales for the Charlottesville area.
- Led team to formulate and build Market Research Database, a tool to conduct fundamental marketing research on all businesses in Virginia and North Carolina.
- Project manager for GE Fanuc Automation project to enhance user experience of GE Parts Online store. Included preliminary requirements gathering, scheduling, resource allocation, and client management.
- At Capital One Financial, worked as strategist on variety of Internet initiatives.

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## Inova Corporation

### Marketing Manager, Manager of Applications Engineering - 1997 to 1999

- Responsible for promoting sales of Inova products and services through effective planning, positioning, promotional communication, advertising, and support of the sales teams. Conducted strategic planning to achieve consensus about sales objectives and methods. Conducted product planning to define product features, positioning, and rollout. In the Marketing Communications area, responsible for promotional communication activity to achieve brand recognition and acceptance. Responsible for supporting the sales team with ongoing product management.
- As Manager Applications Engineering, responsible for applying Inova's real-time messaging products to individual customer needs in the Transit and Call Center industries. Worked with customers to define specifications, provided Sales Engineering support, programmed solutions using Visual Basic and LightLink's ActiveX interfaces, defined appropriate hardware and software, and performed system integration. As product manager for Enterprise Software, defined future product requirements.

## AOL/Johnson-Grace

### VP, Licensing - 1995 to 1996

- Headed up all licensing activity for the firm. Devised channel strategy for J-G's Internet image and sound compression products. Responsibilities included overseeing all product marketing, product management, and customer support. AOL acquired company in 1996.
- Worked directly with top management marketing and business development strategies. Built and managed J-G's marketing and business development teams. Worked with publishers and software developers who licensed the technology for use on the Internet, online services, CD-ROMs, etc. Conceived and wrote marketing communications materials, including the majority of J-G's website.

## Mapinfo Corporation

### OEM Software Manager - 1993 to 1995

- Responsible for all aspects of development for OEM relationships with Lotus, Microsoft, Powersoft, Oracle, Intergraph, and other key partners. Determined partner needs, derived development plans, and managed ongoing development relationships. Worked closely with Sales as a technical liaison.
- Derived initial product specifications, worked with architects and other R&D managers to determine feasibility and schedules, managed developers, and was an individual contributor on Windows programming projects.

## LeBlond Software, Inc.

### President - 1985 to 1993

- Founded the firm and oversaw all aspects of its operation. Company initially developed assembly-language add-ins for Lotus 1-2-3 and Symphony, the best known being 4WORD, an add-in word processor published by Symantec and licensed by Lotus Japan. Worked closely with Lotus Development throughout 1986 designing the Lotus Add-in Tools. Began developing Windows programs in 1987. Wrote Oriel for Windows, a graphics-based batch language for Windows NT.
- Responsibilities included product conception and design, writing specifications, creating, managing, and maintaining budgets, and working with copyright attorneys to develop contracts protecting intellectual property rights. Hired and managed both in-house programmers and outside consultants. Was a major contributor to all projects.
- Expanded into computer books and newsletters in 1988 as The LeBlond Group. Among best-selling titles were *Windows 3.1 Power Tools* and *PC Magazine's Guide to Using Quattro Pro 3.0/4.0*. Responsibilities

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included conceiving new book and newsletter ideas, initiating and maintaining relationships with publishers, negotiating contracts, developing and overseeing budgets, as well as creating and overseeing schedules to meet strict deadlines. Hired and developed both in-house writers and outside consultants. Managed team of 12 editors and authors; served as senior editor on all projects.

## Que Corporation

### Manager of Business Software Products - 1983 to 1985

- Managed Que's entire line of business software books and newsletters. Responsibilities included product conception, designing and co-authoring *Using Symphony*, writing articles for Que's fledgling magazine and newsletter businesses.
- Co-authored *Using 1-2-3*, the first computer book to sell over a million copies.

## LeBlond Machine Tool, Inc.

### Programmer/Analyst - 1978 to 1983

- Programmed machine tools and IBM mainframes in Cincinnati and Singapore. Gained proficiency in PL/1, COBOL, and IBM-370 Assembly.

## Education

### A.B. History

Brown University; Providence, Rhode Island; 1978

### M.B.A. Finance

Kelley School of Business, Indiana University; Bloomington, Indiana; 1985

## Other

Author or co-author of over 18 computer books on programming languages, operating systems, spreadsheets, application programs, and databases.