

Michael J. Potel
13320 Wildcrest Drive
Los Altos Hills, CA 94022
(650) 941-8909 (phone) (650) 941-8904 (fax)
potel@wildcrest.com http://www.wildcrest.com

Summary

Software technology leader experienced in both systems and applications development. Proficient at technology investigations, product development, and engineering management. Broad expertise in system software, personal and mobile computing, Internet solutions, object-oriented systems, computer graphics, user interfaces, image processing, applications, software intellectual property.

Positions Held

Wildcrest Associates, Los Altos Hills, CA, 1997-present President and Co-Founder

Established successful Silicon Valley software technology consultancy and software products company. Consulting in intellectual property, technology investigations, and software strategy. Design and development of end-user applications and developer component technologies for Web, Internet, PC, and mobile platforms. Leading products: *J2PrinterWorks*, a comprehensive printing and imaging solution for Java developers; *CustomMailer*, an interactive customer relationship email messaging application; *Sudoku Star*, an advanced Sudoku player for mobile phones.

Taligent, Inc., Cupertino, CA, 1992-1997 (joint venture of Apple, IBM, & HP; later wholly-owned subsidiary of IBM) Vice President and Chief Technology Officer, 1996-97

Officer of company. Co-managed 150 person subsidiary with CEO. Successfully transitioned joint venture to wholly-owned subsidiary. Responsible for technology strategy, architecture, product planning & marketing, and IT/IS. Managed IBM parent company relationship, technical and product direction, and business opportunities including licensing of technologies to Sun, Netscape, Oracle, and others. Shipped products included Java & C++ class libraries, tools, and component-based groupware.

Vice President, Technology Development, 1992-95

Officer of company. Brought CommonPoint Application System to market. Responsible for technology strategy, investigations, partnerships, standards, and intellectual property development. Primary technical spokesperson with press, analysts, customers. Co-author *Inside Taligent Technology* (Addison-Wesley, 1995)

Vice President, Engineering, 1992

Officer of company. Founding responsibility for company's 165 person engineering organization & development program.

Apple Computer, Inc., Cupertino, CA, 1985-1992

Sr. Director, Engineering, Object-Based Systems Division, 1991-92

Directed 150 software engineers responsible for Apple's Pink operating system software project. Central role in year-long negotiations between Apple and IBM that led to the formation of Taligent, Inc.

Sr. Director, Engineering, Object & Development Systems, 1989-91

Directed 245 software engineers responsible for Apple's Pink operating system software project plus all Macintosh development system products. Initiated and shipped MPW 3.0, HyperCard 2.0, & MacApp 3.0.

Sr. Director, System Software Engineering, 1988-89

Directed 320 software engineers responsible for all Apple system software and development environments. Initiated both the Macintosh System 7.0 project and Apple's Pink object-oriented operating system software project, as well as key technologies including QuickTime, TrueType, Unicode, AppleScript. Also responsible for Mac user interface, multimedia, A/UX (Unix), CPU ROMs, Apple II.

Engineering Manager, Computer Technologies, Advanced Technology Group, 1987-88

Managed 70 HW & SW engineers in a multiple project environment investigating future product technologies including graphics HW & SW, video, sound/speech, RISC, OS, object-oriented systems, development tools, applications.

Program Manager, Graphics & Sound, Advanced Development Group, 1985-87

Managed 13 HW & SW engineers prototyping new product technologies. Shipped products: Mac II Video Card, Color QuickDraw, Apple Sound Chip, Sound Manager, Two-Page Display Card, Apple II Video Overlay Card, Apple MIDI interface.

Staff Engineer, Education Research Group, 1985

Responsible for color dithering and other investigations leading to the design of Color QuickDraw for the Macintosh II and two US patents. Related work in image processing, ray tracing, Unix system software.

University of Chicago, Chicago, IL, 1977-1985

Department of Biophysics & Theoretical Biology (Department of Radiology joint appointment, 1981-84)

Research Associate (Associate Professor), 1984-85

Research Associate (Assistant Professor), 1979-84

Research Associate, 1977-79

Founded and directed the University of Chicago Computer Graphics & Image Processing Laboratory. Designed systems for scientific image processing, visualization, and 3D motion analysis. Staff: 2 Ph.D. Research Associates, 4 grad students, 4 staff. Research in Fourier image processing & reconstructions, interactive 2D & 3D graphics, 3D image rendering, animation, time-based image & scene analysis, scientific computation. Principal Investigator or co-Principal Investigator on multiple NSF, NIH, Heart Association, & industry grants; 7 University committee appointments; developed and taught graduate courses in computer graphics and image processing.

Education

Ph.D. in Information Sciences, University of Chicago, 1977.

Thesis: Performance analysis and design of real-time graphics systems. Robert L. Ashenurst, advisor. NSF Traineeship, 1970-73.

M.S. in Information Sciences, University of Chicago, 1971.

GPA 3.91 out of 4.0

B.S. in Mathematics, University of Michigan, Ann Arbor, 1970.

With Distinction and High Honors. GPA 3.52 out of 4.0. *Phi Kappa Phi*, 1970. *Phi Eta Sigma*, 1967.

Sr. Programmer, Univ. of Michigan Statistical Research Lab, Interactive statistics on IBM 360, 1969-70

Sys. Programmer, State of Wisconsin Dept. of Highways, JCL/Sysgen of OS MVT on IBM 360, 1968

Professional Activities, Publications, Personal

Association for Computing Machinery, 1974-present.

Institute of Electrical and Electronics Engineers, 1977-present.

Editorial Board, *IEEE Computer Graphics & Applications*, 1989-present.

Applications Department Editor, 1994-present.

Associate Editor-in-Chief, 2002-present.

Advisory Board, Breath Research, Inc., 2009-present.

Advisory Board, Clearwater Networks / XStream Logic, Inc., 1998-2001.

Advisory Panel, Silicon Valley Expert Witness Group, 2002-present

Board of Directors, Unicode, Inc., 1991-1997.

Awarded 2 US patents covering Color QuickDraw for the Macintosh.

Consulting: Apple, IBM, Siemens, NBC News, Hoffman-LaRoche, American Greetings Interactive, Bioscan, Breath Research, Inc.,

Clearwater Networks / XStream Logic, Object Technology Licensing Corp., The Pixel Company, Total Seminars, Managed Ventures,

Think2020, Silicon Valley Expert Witness Group, Central Coast Patent Agency, multiple law firms.

Litigation Clients: Microsoft, Hewlett Packard, Amazon, Borland, Intel, Sun, Apple, RIM, ATI/AMD, Kodak, 3dfx, Phone.com,

SportsMEDIA, Insignia, Trident, Surfware, Insight, New River, Walkabout, Enhance, Brandt

80+ publications in graphics, image processing, systems design, OOP, UI, scientific computing and applications.

Interests: Musician, amateur theater, hiking, mountain biking, swimming, photography, gardening.