

**Occupation:**

President and founder (in 1997) of The Long Reach Corporation ([www.thelongreach.com](http://www.thelongreach.com)). Activities include business development, strategic product direction, engineering management, and general management. Many positions below represent contracted positions as senior management in other firms via Long Reach. Principally a services company in the intranet, portal, CRM and CMS areas, Long Reach also focuses on the continued development of its Info At Hand software suite for small business management, and the advancement and adaptation for clients of its various Content Management, Portal, and CRM technologies.

**Employment and Contracting History:**

*Jan '05-May '05* **Project Manager for Bell Security Solutions Inc.** Developed SecurityCentre.com, a \$700K customized implementation of IBM WebSphere Commerce. Rather than a public storefront, the software was adapted to be an internal quote preparation and approval workflow tool. Three IBM development staff were used for primary development, and three BSSI internal staff were used for minor development, configuration, and to be trained as first line support. The system was implemented as a linked system of staging and production servers, which BSSI runs internally as a managed service.

*Jun '02-Dec '04* **Vice-President, Operations for ONCE Corporation.** Founded in 1998, ONCE Corporation was a privately held Electronic Services Delivery specialist software firm, doing \$4M business in Ottawa and Toronto. Focused on Content Management, Portal, and Transactional software, primarily for use in the public sector, ONCE has a technology base in Java, XML, and open systems standards. As a contractor, my responsibilities included managing a 30+ staff of software architects, designers, developers and Quality Assurance staff, as well as a team of management consultants and project managers. I was also responsible for managing the network infrastructure and all hardware and software assets, as well as developing submissions for SR&ED tax programs. I was most active in improving the organization's business model, its software development standards, its development and validation of requirements, and its approach to quality assurance.

ONCE Corporation was successfully sold to Bell Canada on December 15<sup>th</sup>, 2004.

*Aug '01-Feb '02* **Vice-President, Engineering for ZIM Technologies Int'l Inc.** Acquired by Dr. Michael Cowpland in February 2001, ZIM is being re-made into a wireless company. Responsibilities included overseeing the integration of ZIM's wireless messaging software, and developing ZIM's hardware platforms, to create a scalable family of priority messaging appliances. Also active in improving the organization, development standards, and approach to quality assurance of the R&D group as a whole.

*Feb '00-Aug '01* **Vice-President, Research & Development for Rebel.com Inc.** The principal focus of Rebel.com's NetWinder division was the development of Linux-based server/gateway appliances for the residential, SOHO and SMB market segments. Principal sales channels were the OEM market, traditional computer reseller/distributor channels, and ISP/ASP/Telco channels. Particular emphasis was placed on ease of installation and operation, integration of wireless LAN and DSL technologies, and centralized monitoring/control/billing for dynamically-featured secure appliances used as customer premise devices.

Responsibilities included managing 7 hardware and 23 software engineers, quality assurance, customer documentation, technical support, outsourced projects, and

partnering relationships with Transmeta, Entrust, InfoExpress, Corel, Nortel, and many others. This included all aspects of architecting, designing, developing, prototyping and manufacturing the NetWinder hardware line, which was based on the Crusoe low-power software-based microprocessor. Software development focused on the Linux-based OfficeServer appliance software, which provided firewall/gateway, wireless access point, VPN server, web server, email and ftp servers, plus file and print sharing. Software development technologies used included PHP, Perl, C/C++, and Java.

*Dec '98–Feb '00* **Vice-President, Marketing for Rebel.com Inc.** Operated a marketing group of eight responsible for all aspects of market communications, public relations, investor relations, marketing programs, web site, e-commerce, literature, telemarketing, advertising, tradeshow, graphics, copy-writing and customer documentation. With the acquisition of **Corel Computer** and its **NetWinder** product line in February 1999, the marketing group helped set the OfficeServer product direction, and launched the product in September 1999. The aggressive press review campaign, and ZD-Labs comparative review were keystones of 3<sup>rd</sup> party validation of the OfficeServer

*Aug '94–Nov '98* **President, Mask Systems Inc.** Founded Mask Systems Inc. to be a company focused on the design and marketing of personal computer systems. One of the first activities of Mask Systems was to purchase **Cemtech Ltd.** in conjunction with Geocom Technologies. Role as **President** of the corporation entailed supervision of technical, manufacturing, sales and marketing staff, as well as day-to-day financial management. The integration of a PC/LAN company with a wide area networking company demanded continual attention to the latest hardware and software technology trends, and options for system and network design.

The interest in Cemtech was sold in September 1995, to allow Mask to concentrate on its private label strategy for its corporate customers such as Unisys Canada and Data General Canada, for whom Mask Systems designed, packaged and assembled computer systems. In 1997, Mask acquired a controlling interest in Two Rivers Computer Systems. In late 1998, with sales at \$14M, my sole ownership in Mask was merged into Hardware Canada Computing, which was later renamed Rebel.com Inc.

I developed documentation, corporate practices and procedures, leading to ISO 9002 manufacturing certification for each of Cemtech, Mask, and Two Rivers. I was the principle contact for the ISO external evaluation in each case.

*Jan '93 -Jul '94* Joined **Northern Micro Ltd.** as **Vice President, Network Systems Research.** Activities included designing multi-protocol local and wide area network solutions, senior network consulting, supervising network specialist support staff, supervising system integration, bidding and installation activities, and evaluating new networking hardware and software products for system integration use.

*Jan '92-Dec '92* Joined **Cemtech Ltd.** as **Vice President, System Integration and Networks Division.** Founded this division, responsible for integrating and marketing high performance file servers with advanced mirrored, duplexed or RAID type disk sub-systems. These servers and CEMTECH's workstations were marketed by the Networks Division primarily to the government sector via standing offers, and were sold and installed in turnkey LAN solutions in combination with industry standard Ethernet and Token Ring network interface cards, intelligent wiring concentrators, as well as networking and user interface software from Banyan, Novell, Microsoft and SCO.

Product marketing activities included defining new product specifications, preparing product brochures and manuals, training sales staff, and making customer presentations.

*Feb '87-Sep '91* Joined **Gandalf Data Ltd.** in Ottawa to direct the creation of a new Network Management Systems group at Gandalf, and to oversee development of a top-class line

of Network Management Systems (NMS) products. Within product development, was promoted from Project Leader to Supervisor, NMS. Then was promoted to **Business Director, NMS**, with responsibility for both NMS engineering development and product management. Prior to Gandalf's merger with Infotron Systems Corp. was appointed to position of **Director, NMS Integration**, to define and implement Gandalf's strategy for combined management of both Gandalf and Infotron products.

While in **product development**, wrote the product and functional specifications which defined Gandalf's new direction in Network Management. Networking products to be managed included the StarMaster dataswitch with integral statistical multiplexers and X.25, T-1, and Ethernet TCP/IP or LAT gateways. This approach included a full colour user interface with pull down menus, pop-up context sensitive help, and a multi-tiling windowed display. Prototyped this interface using a prototyping tool, and won acceptance for the approach within product development and marketing.

Led the project which delivered the first new Gandalf NMS release. Selected the XENIX Unix-variant operating system for development. Selected the C programming language, and the ZIM 4-GL database and language for development. Helped hire the staff for this project (12 engineers were required). Enforced a high standard of design documentation for the design specification. Co-wrote the customer documentation for this project, which won an award for excellence from the Society for Technical Communications (Gandalf's first award ever).

As **Business Director NMS**, managed the NMS business unit, with 27 Engineering and Marketing personnel. Responsibilities included overseeing a departmental budget which exceeded \$3M, performing employee performance reviews, selecting and supervising project leaders and Product Line Managers within the Network Management department, strategic planning for Gandalf's future directions in Network Management, and acting as Gandalf's principle member to the OSI/NM Network Management forum.

Led an initiative for standards-based network management. Wrote the Market Requirements Document and Product Requirements Documents describing the new direction. Specified SNMP and OSI-based network management, based upon Sun workstation platforms running Unix, and the OSF Motif user interface. Evaluated HP OpenView, SunNet Manager, NetLabs DualManager and others as candidates for Gandalf's next generation platform base. Selected DualManager, got program funding and staffing, and negotiated contracts with Netlabs in Los Altos, CA. Gandalf's Access Manager product was developed on this platform, and released July 1991.

Peripheral activities included acting as **Product Line Manager** for Gandalf's NMS products, and performing hundreds of presentations for clients in Canada, the U.S., the U.K. and Europe. Prolonged contact with Pacific Bell provided a good understanding of Telco NMS requirements.

*Jan '86-Feb '87* Founded **Softechnics Systems Ltd.**, in Ottawa to act as software development and manufacturing firm. Developed a sophisticated TeleWriter II software package for the North American and world markets.

Founded **Northern Micro** to act as Canadian distributor of TeleWriter II and other products.

*Jan '81-Dec '85* Accepted a **partnership** in the **Bristol Software Factory**, one of the leading microcomputer software houses in England. Responsibilities included technical direction of the company and its product line, international distribution, product documentation, product packaging, and supervising technical support.

Co-authored the very successful software package Silicon Office, which featured word-processing, database, communications, and user programmability. During the three years after its release, over 20,000 copies of Silicon Office were sold at retail stores in England, France, Spain, Italy, Belgium, Holland, Switzerland, and the United States.

The original version of Silicon Office was written in 6502 assembly language for Commodore computers, but later versions in 8086 assembly language were added for IBM, Victor, DEC Rainbow, and similar computers running under the MS-DOS operating system.

In 1984 the partnership of two moved to the Channel Island of Guernsey for tax reasons, and a spin-off limited liability company was created in Bristol. In Guernsey the partnership was able to concentrate more fully on the lucrative international market for software.

In 1985 the partnership developed an electronic mail package, called TeleWriter, for the MS-DOS computer market in Europe.

In December 1985 I sold out my interests in Guernsey and Bristol, in order to return to bring up my family in Ottawa.

*Dec '79-Dec '80* Appointed **National Software Manager** of **Commodore Business Machines**, Slough. Responsibilities included software purchasing, publishing, distribution, and support. To this end, managed a small department of seven.

*Mar '78-Nov '79* Graduate work for a PhD in Computation at **University of Manchester Institute for Science and Technology**. Thesis was the design of contention arbitration algorithms for multi-microprocessor computer systems. Taught PDP-11 assembler and Pascal to first year students.

Also a partner in a microcomputer and software retail store called **Computastore Ltd.** Developed software in 6502 assembly language and BASIC for Commodore microcomputers, for Payroll, Word-Processing and Communications applications.

*Aug '77-Feb '78* Consultant to the **Science Council of Canada**. Developed new methods in bibliometrics, the science of measuring publishing and citation patterns of authors. Used the National Research Council's computer facilities to develop measurements on the relative importance of Canadian Universities, authors, and journals.

*Jan '77-Jul '77* Full-time salaried employee of the **Bank of Canada**, in the Canadian Forecasting Section of the Research Department. Primary function to act as system programmer and designer for RDX-II - a large scale econometric model of Canada.

**General:** Born Lachine, Quebec, August 4th, 1955. Age 49  
Married 24 years, with three children, ages 18, 20 and 21 years.  
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**University:** **Trinity College, University of Toronto**, 4 Years BSc (Honors) '72-'76  
Specialist in Computer Science, Minor in Economics  
Courses Included: Programming Languages, Simulation, Statistics, Micro- and Macro-Economics, and Economic Modeling

**University of Manchester Institute for Science and Technology (UMIST)**

Graduate studies '78-'79 for PhD by research in multi-microprocessor computer architectures.

**School:**

Grade Schools in Lachine, Quebec and Ottawa, Ontario  
Ridgemont High School in Ottawa 1968-1972 (Four Year Accelerated Program.)  
Graduated 1972 from Grade 13 as Ontario Scholar, w/ Physics Prize

**Goals:**

- 1). Making a real difference in the direction and performance of a technology-based organization.
- 2). The conception, development and marketing of new technology-based products, properly focused on the target market.
- 3). Continued customer interaction: presentations, demonstrations, and feedback to product development.

**Interests:**

Recreations include hockey, golf, boating, swimming, and general maintenance of our 3-acre waterfront property.

**Directorship:**

Member of the Board of Directors of Optim Corp., from its inception in 1989 to its acquisition by Dataware in 1994. An Ottawa based optical publishing organization, Optim offered its client base (including Statistics Canada and Southam Corporation) CD-ROM authoring, publishing and pre-mastering tools and services. In August '94 Optim was acquired by Dataware Technologies, an American firm.

**Consulting:**

Completed consulting contracts for Bell Security Solutions Inc., Agriculture and AgriFood Canada, Heritage Canada, ONCE Corporation, Rebel.com Inc., Supply and Services Canada, Develcon, Cemtech, Geocom, Calian, and Optim, ranging from technological assessments to product or corporate strategies. Have been security-cleared to the Secret level.