

Resume/CV

Richi Jennings

SE Berkshire
United Kingdom

(Full address on request)

UK: [07789.200701](tel:07789200701)
International: [+44.7789.200701](tel:+447789200701)
richi.cv@richi.co.uk
www.richi.co.uk/contact-me

Career Profile / Objective

Solid 15 years of experience in software engineering, project management, industry analysis, and both inbound- and outbound-marketing. Broad range of experience and demonstrated ability.

- Successfully **combines** deep technical, marketing, sales, and business/customer understanding.
- **Interfaces** between inbound marketing, outbound marketing and engineering.
- Deep, quick thinker; pragmatic **solutions** to thorny problems on-demand.
- Highly credible PR/AR **spokesperson** and **conference speaker**.
- **Communicates** effectively across varied audiences.
- Instinctive understanding of the Open Source/**Linux community** dynamic.

Exceptional combination of technical and marketing skills. Extremely credible with analysts, journalists, and customers (in both pre- and post-sales situations). First-hand understanding of the free/open source software dynamic.

Deep technical understanding of “scale”, “infrastructure”, “high availability”, and “security” issues. Thorough grasp of the subtleties of the software development process; pragmatic and successful ability to apply that understanding.

UK-based; no stranger to frequent travel!

Professional/Educational Experience

Independent
September 2003-
present

Independent technology and marketing/PR consultant

Specialising in email, Linux, wireless, telecom, and computer security.

Clients include: [Ferris Research, Inc.](#) (research and industry analysis); [Scalix Corp.](#); [Panasonic](#); [Sun Microsystems](#); [Data Connection Ltd.](#); [TechDentics](#); [SoGood4U.co.uk](#).

Samsung Contact
Worldwide HQ
November 2001-
September 2003

“CTO / Chief Architect” / Director of Technical Marketing

Samsung Contact is an enterprise email/messaging/collaboration solution (a competitor to products such as Microsoft Exchange and Lotus Notes), based on Linux and Unix. Its most notable feature is the ability to use Microsoft Outlook as a alternate desktop client, while retaining most of the richness that is otherwise only realized with Exchange.

Recruited by name and reputation. Employee no. 2 in a startup-like organisation. Initial responsibility for positioning, product plans, local R&D team. As we hired more hands, my role concentrated on:

- Hands-on guidance of the architecture, ensuring that design decisions were consistent with our key goals of scalability, reliability, high-availability, security, and low total cost of ownership (TCO).
- Primary spokesperson for press- and analyst-relations, credibly spinning hard-to-understand technical details into simplified news that editors and journalist could use.
- Key point of contact for sales and technical consultants for technical questions and competitive analysis.
- Interface between inbound marketing, outbound marketing and engineering.
- Pivotal role in customer presentations, including conferences/seminars (e.g. Comdex, LinuxWorld, Internet World, LinuxTag, CeBIT).
- General organisational “glue”, to stop things falling through the startup cracks.

- Secured a major turn-around in GartnerGroup’s perception of the technology (as expressed in their “Magic Quadrant”).
- Worked with leading messaging analyst (Ferris Research, Inc.) on independent report confirming the product’s TCO leadership. A major contributor to sales successes.
- Developed, evangelised, and enabled alternative licensing model, to remove a major sales inhibitor.
- Successfully contributed to many positive press articles.

Hewlett-Packard
Process Manager
R&D dept.
February 2001-
October 2001

Software Architect, HP Process Manager product family

HP Process Manager is an extremely flexible business process reengineering solution, based on technologies such as J2EE, JMS, CORBA, etc.

Recruited by name and reputation.

- Hands-on responsibility for technical, architectural leadership for the original Process Manager product and new J2EE-based architecture. Reporting directly to the R&D lab manager.
- Acted as R&D/marketing “go-between”. Responsible for translating marketing requirements into language that R&D engineers can understand.
- Key role in customer presentations, including conferences/seminars.

Hewlett-Packard
OpenMail
Marketing dept.
1998-March 2001

Technical Marketing Manager/“Chief Architect”/Evangelist, OpenMail

HP OpenMail is an enterprise email/messaging/collaboration solution (a competitor to products such as Microsoft Exchange and Lotus Notes), based on Linux and Unix.

- Full responsibility for Marcomms., PR, industry consultant relations, and web presence.
- Achieved remarkably high levels of awareness amongst potential customers, despite desperate under-funding and other “political” constraints.
- Developed PR and guerrilla marketing skills. Enhanced my conference presentation experience (*e.g.* Internet World, Linux World, Interworks, HP World).
- Full responsibility for technical competitive analysis, positioning, and conference speaking opportunities.
- Achieved a major turn-around in the perception of the sales channel as to the capabilities of the product.
- Developed conference presentation skills, achieving consistently excellent audience feedback.

Hewlett-Packard
OpenMail R&D
dept.
1996-1998

R&D Project Manager, OpenMail

- Simultaneously successfully managed four R&D projects: OpenMail MAPI (i.e. Microsoft Outlook connector), the OpenMail web interface, the OpenMail IMAP4 server, and SMS/pager gateway.
- Driving engineering, planning, QA, and shipments to manufacturing.
- Delivering products on-time, meeting customer needs, to agreed quality standards, within budget.
- Responsible for 14 employees and contractors; US\$3 million annual budget.

Hewlett-Packard
OpenMail R&D
dept.
1990-1996

Principal Software Engineer

Architect, cc:Mail LAN driver: *the project that cc:Mail/Lotus said “Couldn’t be done”*

Architect, cc:Mail Mobile server.

Architect, OpenMail MAPI.

- Single-handedly reverse-engineered cc:Mail “mail engine” libraries, and re-implemented to access OpenMail (rather than the original implementation, accessing a cc:Mail postoffice database). (This work was originally specified as a cc:Mail gateway, but I recognised the possibility of providing a true cc:Mail client for OpenMail—this was the genesis of OpenMail’s seminal “Clients of Choice” strategy.)
- Later, reverse-engineered cc:Mail “dialin” protocol, and re-implemented on UNIX, accessing OpenMail (as opposed to the original MS-DOS implementation, accessing a cc:Mail postoffice database).
- Developed and applied novel, “incremental development” methodologies. When applied to the MAPI project, these improved scheduling accuracy and increased customer satisfaction.

Team Lead, NewWave Mail Calendar for HP DeskManager: worked closely with a principal customer (AMR/American Airlines) and two competing 3rd-party software developers. Together, the team designed an innovative shared calendar/scheduling user interface for the HP DeskManager server.

Hewlett-Packard
Research Labs.
Personal Systems
Lab.
1989-1990

Member of Technical Staff

Collaborative Multi-media project. A research project into the user of emerging multi-media technologies to improve communication between geographically-dispersed team members. Integrated computer data with live video conferencing, computer-mediated telephone conferencing and whiteboarding. In addition to general design work, I designed and built a media server, providing media switching services. Co-author of resulting patent (EP 0 497 022).

Hewlett-Packard
HP DeskManager
R&D dept.
1987-1989

Software Engineer

HP DeskManager/IBM PROFS e-mail gateway. Initially a maintenance role, I proposed and took on designing and building a substantial enhancement to the product to dramatically improve its scalability, working closely with a principal customer (DuPont).

University of
Reading

B.Sc. (Hons): Cybernetics with Computer Science