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Brian Goodman is a Senior Technical Staff Member in IBM's Cloud Computing organization delivering architecture, development and end-to-end user experience for IBM's public cloud offerings. He leads a catalyst team of architects, developers, designers and user experience professionals with a focus on cloud patterns for SaaS, orchestration, and data transfer. Mr. Goodman delivered four releases of the Developer & Test workload on the IBM Cloud in 2009, enabling the service offering team for generally available in 1H 2010. Prior to that, he focused on identity, grassroots collaboration and social software leading a skunk works team responsible for designing and developing emerging technology that enriches collaboration and productivity. Mr. Goodman was a co-founder and principal architect directing technical enablement for IBM's Technology Adoption Program (TAP). TAP is IBM's innovation space accelerating the process of identifying, developing and transitioning innovation from the laboratory to internal applications and customer implementation. He has authored over four-dozen publications (books, chapters, reviews, articles, productions, conferences & proceedings). Mr. Goodman holds over fifty patent filings worldwide and is an IBM Master Inventor. He is a four-time recipient of the IBM Outstanding Technical Achievement Award and holds professional certifications with IBM and The Open Group as a Distinguished IT Architect. Mr. Goodman is a senior member of the IEEE Computer Society, the Association for Computing Machinery and the Association of Open Group Enterprise. He earned a multi-disciplinary BA degree in computer science, psychology and graphic design from Hampshire College, Amherst, Massachusetts, where his thesis centered on human-computer interface design for early childhood applications.

Last updated: Wednesday, May 11, 2011