

Brian D Goodman

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Passionate . Leader . Technical . Creative . Prolific

Summary: Experienced in software engineering, development management, and IT architecture with broad customer contact in social software, collaboration and innovation. Proven catalyst of culture and business transformation. Current on application design, development and delivery of leading-edge technology. Patented more than 40 inventions. Authored of over three dozen books, chapters, reviews, articles, productions, conferences and proceedings.

WORK EXPERIENCE

Senior Technical Staff Member, Manager, Technology & Innovation
IBM Corporation

2008 to present
New York, NY

Appointed to a peer-selected position held by 1000 technical leaders worldwide (0.3% of the company).
Focusing on digital identity, grassroots collaboration and social software.
Leading a skunk works team to understand the future of the enterprise.

Senior Software Engineer, Manager, Emerging Technology & Innovation
IBM Corporation

2006 to 2008
New York, NY

Lead, manage and develop IBM's premiere emerging technology and innovation lab – WebAhead. Focusing on the practical application of emerging technology, enhancing productivity and collaboration, supporting IBM's growth through innovation. Directly responsible for the career development of thirteen software engineers and architects. Managing a portfolio of over a dozen technologies and efforts. Responsible for group expansion to New York City in 2006. Provides technical leadership for teams in China, India and Vietnam. Engages customers, including Nationwide Building Society, Chevron, Piedmont Natural Gas, Unisys, GM, JP Morgan Chase, Syracuse University, Thomson, Johnson & Johnson and USPTO in understanding innovation management and directions in new media.

Senior Software Engineer, Technology Adoption
IBM Corporation

2005 to 2006
Somers, NY

Co-founder and technical leader of IBM's Technology Adoption Program, identified by senior leadership as the new standard for accelerated technology adoption. Defines the client strategy for the On Demand Workplace – the IBM intranet, addressing standards, guidance and emerging technology issues. Provides technical leadership to global resource teams in India and Vietnam. Engages customers, including BlueCross & BlueShield, Wachovia, Commerce Bank and Raytheon, in understanding intranet experiences and vision. Responsible for helping define action items and recommend changes to the company as a core team member for the IBM Academy study on workplace accessibility.

Senior IT Architect, Client Technology Strategy
IBM Corporation

2004 to 2005
Westford, MA

Led the strategic vision for emerging client technology and architecture for the On Demand Workplace. Designed strategic approaches to workplace client development. Created and presented the corporate intranet and client story to customers and thought leaders such as General Electric and IBM's Senior Technology Leadership. Authored of the corporate standard for client application development. Established the client-provisioning strategy for the internal client deployment. Served as a technical mentor in IBM's premiere recruiting program, supporting a client-based self-help prototype.

Advisory IT Architect, On Demand Workplace
IBM Corporation

2003 to 2004
New York, NY

Set the architectural direction of collaboration and expertise for the On Demand Workplace. Served as lead architect and designer on a twenty-person, geographically dispersed development team for the enterprise directory and expertise location system. Brought in as the solution architect for a troubled project; designed a tactical plan to support increased demand and strategic redesign, positioning the troubled tool as enterprise ready. Collaborated with corporate IT and research to design a Common Intranet Profile system, using XML database months ahead of industry awareness. Co-authored the On Demand Workplace architecture and vision whitepapers. Presented IBM's workplace vision to internal and external customers, such as the Fleet Bank CIO Team and General Electric.

WORK EXPERIENCE (CONTINUED)

Staff Software Engineer, Advanced Internet Technology Lab
IBM Corporation

2001 to 2003
Southbury, CT

Lead architecture and development efforts in emerging technology including peer-to-peer, one-to-many messaging, knowledge management and web services. Delivered innovative solutions to key business pain points such as expertise location and service oriented architectures. Successfully established and supported early adopter community of approximately 20,000 employees and extended solutions to thousands of external customers. Designed and collaborated on IBM's first B2B web service. Designed and developed a technology preview for web service hosting, provisioning, metering and billing for external customers including Visualize Inc. and Streetline Inc. (Credit Suisse), demonstrating deep understanding of the technology and business opportunity potential. Designed, produced and collaborated on several application makeovers and prototypes accelerating technology identification and adoption in the company.

Software Engineer, Advanced Internet Technology Lab
IBM Corporation

1999 to 2001
Southbury, CT

Developed solutions and prototypes in emerging technology areas including Java, XML, XSL, Servlets, Fast-CGI, Host-On-Demand, corporate instant messaging data mining and credential management. Acted as an emerging technology advocate to internal and external audiences. Served as technical assistant to John Patrick, Sr. VP of Internet Technology. Lead internal web services sandbox portal offering several enterprise examples, development tools and best practices. Collaborated on several application makeovers and prototypes accelerating technology identification and adoption in the company.

Assistant Program Manager, Assoc. for WW Knowledge Exchange
Hampshire College

Summer 1998
Amherst, MA

Designed and developed collaborative, web-based educational experiences connecting professors and students from the Five College community with counterparts in Croatia. Tooling included online assignment submission, commenting, grading, threaded-discussion and shared image galleries built with PERL and multimedia tools such as Macromedia Director.

Lead Programmer
VSI Communications Group

Summer 1997
South Norwalk, CT

Engineered and programmed a commercial, multimedia-based training course for new and proficient automobile drivers, combining computer and design interests and drawing on key principles of psychology. The final product involved interactive video and quiz tools, with a total run time of 2.5 hours and installation of over 4GB. Product is currently in commercial use.

EDUCATION

Hampshire College
Bachelor of Arts in Computer Science, Psychology and Design
Thesis: "Digital Collaborative Child-friendly Environments"

1994 to 1998
Amherst, MA

Recipient of a Lemelson Foundation Innovation Grant for developing internet collaboration experiences
Extracurricular involvement: cognitive development and neuropsychology field research, manager of the campus media lab; teaching assistant for three courses

AWARDS AND CERTIFICATIONS

Outstanding Technical Achievement Award, IBM Corporation, 2008

Senior IT Architect Certification, IBM Corporation, 2008

Tenth Plateau Patent Award, IBM Corporation, 2008

Top 10% Award "Centrally enhanced peer-to-peer resource sharing method and apparatus" IBM Corporation, 2007

AWARDS AND CERTIFICATIONS (CONTINUED)

Outstanding Technical Achievement Award, IBM Corporation, 2007

Ninth Plateau Patent Award, IBM Corporation, 2006

Eight Plateau Patent Award, IBM Corporation, 2006

Master Certified IT Architect, The Open Group, 2006

Seventh Plateau Patent Award, IBM Corporation, 2006

Sixth Plateau Patent Award, IBM Corporation, 2005

Fifth Plateau Patent Award, IBM Corporation, 2005

Fourth Plateau Patent Award, IBM Corporation, 2005

Outstanding Technical Achievement Award, IBM Corporation, 2004

Third Plateau Patent Award, IBM Corporation, 2004

IT Architect Certification, IBM Corporation, 2004 (Recertified in 2007)

Technical Resource Program, IBM Corporation 2003-present

Second Plateau Patent Award, IBM Corporation, 2003

First Plateau Patent Award, IBM Corporation, 2002

Training in Conflict Resolution and Multi-cultural Mediation, Hampshire College, 1994

GRANTS

Lemelson Foundation Innovation Grant, Hampshire College, 1997

PATENTS

Goodman, B. D., Mihaescu, M. (2008) US. Patent Filed. "System and method for socially derived, graduated access control in collaboration environments"

Goodman, B. D., Burris, T., Arbusto, M., Brunner, R., Degeratu, M., Doran J., Goldman, S., Olore, B., Pandya, A., Shu, C., Starr, M. (2008) US. Patent Filed. "System and Method for a Tagging Service"

Chow, A., Goodman, B., Rooney, J., Wyble, C. (2007) U.S. Patent Filed. "System and Methods for Technology Evaluation and Adoption"

Goodman, B.D., Jania, F.L., Shaw, D., Cross, C. (2007) U.S. Patent Filed. "Presenting Supplemental Content for Digital Media Using a Multimodal Application"

Goodman, B.D., Jania, F.L., Shaw, D. (2007) U.S. Patent Filed. "System and Method for Providing Relevant Assets in Collaboration Mediums"

Goodman, B.D., Jania, F.L., Shaw, D. (2006) U.S. Patent Filed. "An Apparatus for Managing Outputs of Applications"

PATENTS (CONTINUED)

- Goodman, B.D., Jania, F.L., Shaw, D. (2006) U.S. Patent Filed. "Method, System and Computer Program Product for Controlling a Voice over Internet Protocol (VOIP) Communication Session"
- Goodman, B.D., Jania, F.L., Shaw, D. (2006) U.S. Patent Filed. "Audio Accessibility Enhancement for Computer Audio Systems"
- Goodman, B. D., Hamilton Ii, R.A. Dawson, C. Boss, G.J. (2006) U.S. Patent Filed. "System and Method for Managing and Distributing Assets over a Network"
- Goodman, B. D., Hamilton Ii, R.A. Corneli, K. Boss, G.J. (2006) U.S. Patent Filed. "System and Method for Providing and/or Obtaining Electronic Documents"
- Goodman, B. D., Hamilton Ii, R.A. Tamaru, J.R. Boss, G.J. (2006) U.S. Patent Filed. "System and Method for Providing Enhancement Using Scheduling Information"
- Goodman, B.D., Jania, F.L., Kebinger, J., Shaw, D. (2006) U.S. Patent Filed. "Method and Apparatus for Implementing Version-Based Electronic Mail"
- Goodman, B.D., Jania, F.L., Kebinger, J., Shaw, D. (2006) U.S. Patent Filed. "Method and Apparatus for Implementing Real-Time Collective Moderation of Collaborative Environments"
- Goodman, B.D., Jania, F.L., Kebinger, J., Moore, M. T. (2005) U.S. Patent Filed. "Collaborative Contact Management"
- Goodman, B.D., Jania, F.L., Kebinger, J., Shaw, D. (2005) U.S. Patent Filed. "Cooperative Non-repudiated Message Exchange in a Network Environment"
- Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2005) U.S. Patent Filed. "Querying a Dynamic Database with a Message Directed to Anonymous Subscribers of a PUB/SUB Service"
- Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2005) U.S. Patent Filed. "Saving Information Related to a Concluding Electronic Conversation"
- Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2005) U.S. Patent Filed. "Throttling Response Message Traffic Presented to a User"
- Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2005) U.S. Patent Filed. "A PUB/SUB Message Invoking a Subscribers Client Application Program"
- Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2005) U.S. Patent Filed. "Performing an Operation on a Message Received from a Publish/Subscribe Service"
- Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2005) U.S. Patent Filed. "GUI Interface for Subscribers to Subscribe to Topics of Messages Published by a PUB/SUB Service"
- Goodman, B. D., Jania, F. L., Shaw, D. M., Kebinger, J. K. (2005) US. Paten Filed. "A System for Communicating Status Data"
- Goodman, B. D., Rooney, J. W. (2005) U.S. Patent Filed. "Peer Data Transfer Orchestration"
- Goodman, B. D. (2004) U.S. Patent Filed. "Caching Policies for Structured Markup Objects"
- Goodman, B. D. (2004) U.S. Patent Filed. "Cache Refresh Algorithm and Method"
- Goodman, B. D., Inampudi, M.A. (2004) U.S. Patent Filed. "Web Services Broadcast Engine"
- Goodman, B. D. (2004) U.S. Patent Filed. "Method and Structure for Autonomic Application Differentiation/Specialization"

PATENTS (CONTINUED)

Goodman, B. D. (2004) U.S. Patent Filed. "Documents between Services Exchange and Visualization of Negotiation"

Goodman, B. D., Kebinger, J.K., Lagarde, K.C. (2003) U.S. and International Patents Filed. "System, method and program product for identity switching on a computer system"

Goodman, B. D., Jania, F.L. (2003) U.S. Patent Filed. "Creating Dynamic Interactive Messages Based on Extensible Document Definitions"

Goodman, B. D., Rogers, R.M., Kebinger, J.K., Lagarde, K.C., Shu, C. (2003) U.S. and International Patents Filed. "Creating web services programs from other web services programs"

Goodman, B. D., Rogers, R.M., Kebinger, J.K., Lagarde, K.C., Shu, C. (2003) U.S. and International Patents Filed. "Program Creation by Combining Web Services Using Graphical User Interface Controls"

Goodman, B.D., Vandermeulen, M., Stewart, E.P., Lagarde, K.C., Shu, C. (2003) U.S. and International Patents Filed. "Interactive One to Many Communication In A Cooperating Community of Users"

Goodman, B.D., Vandermeulen, M., Stewart, E.P., Lagarde, K.C., Shu, C. (2003) U.S. and International Patents Filed. "Instant Message Response Message with User Information Incorporated Therein"

Goodman, B. D., Kebinger, J.K., Chao, L.L. (2002) U.S. and International Patents Filed. "Authenticating and Communicating Verifiable Authorization between Disparate Network Domains"

Goodman, B.D., Vandermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2002) U.S. and International Patents Filed. "Interactive Filtering Electronic Messages Received From a Publication/Subscription Service"

Goodman, B.D., Vendermeulen, M., Jania, F.L., Lagarde, K.C., Shu, C. (2002) U.S. and International Patents Filed. "Authorizing Message Publication to a Group of Subscribing Clients via a Publish/Subscribe Service"

Goodman, B.D., Subramanian, R., Rooney, J., Sweeney, W.C. (2002) U.S. and International Patents Issued. "US7120691: Secured and access controlled peer-to-peer resource sharing method and apparatus"

Goodman, B.D., Subramanian, R., Rooney, J., Sweeney, W.C. (2002) U.S. and International Patents Issued. "US7130921: Centrally enhanced peer-to-peer resource sharing method and apparatus"

PUBLICATIONS

Books

"Peer to Peer Computing: The Evolution of a Disruptive Technology" Eds. Ramesh Subramanian and Brian D. Goodman. Published in 2005 by Idea Group, Inc.

Chapters

Goodman, B., Chow, A., Rooney, J. (Expected in 2008) "Lowering the center of gravity around enterprise IT: User driven innovation management", chapter in "Management Practices in High-Tech Environments," edited by Dariusz Jemielniak and Jerzy Kociatkiewicz, published by The IDEA Group Inc., Hershey, PA.

Goodman, B., Inampudi, M., Doran, J. (2007) "Approaches to building high performance web applications: A practical look at availability, reliability and performance", chapter in "Architecture of Reliable Web Applications Software," edited by Dr. Moh'd A. Radaideh and Hayder Al-Ameed, published by The IDEA Group Inc., Hershey, PA.

Goodman, B., Subramanian, R., (2004) "Peer-to-Peer Corporate Resource Sharing and Distribution with Mesh", chapter in "e-Collaborations and Virtual Organizations," edited by Michelle Fong, published by The IDEA Group Inc., Hershey, PA.

PUBLICATIONS (CONTINUED)

Articles

Goodman, B., (2008) Review of “Interaction design for software engineering: a boost into the programming future” ACM Computing Reviews, September.

<http://www.reviews.com/Review/Review_review.cfm?media_id=2000837>

Goodman, B., (2008) Review of “A generic software architecture of a text processing system for analyzing product warranty claims data” ACM Computing Reviews, July. <http://www.reviews.com/Review/Review_review.cfm?media_id=1957386>

Goodman, B., (2008) Review of “Evolution@home: observations on participant choice, work unit variation and low-effort global computing” ACM Computing Reviews, February. <http://www.reviews.com/Review/Review_review.cfm?media_id=1912964>

Goodman, B., (2007) Review of “Periodic cache replacement policy for dynamic content at application server” ACM Computing Reviews, July. <http://www.reviews.com/Review/Review_review.cfm?media_id=1849654>

Cherbakov, L., Bravery, A., Goodman, B. D., Pandya, A., (2007) “Changing the corporate IT development model: Tapping the power of grassroots computing.” IBM Systems Journal.

<<http://www.research.ibm.com/journal/abstracts/sj/464/cherbakov.html>>

Chow, A., Goodman, B. D., Rooney, J., Wyble, C. D., (2007) “Engaging a corporate community to manage technology and embrace innovation.” IBM Systems Journal.

<<http://www.research.ibm.com/journal/abstracts/sj/464/chow.html>>

Cross, C., Jania, F., Shaw, D., Goodman, B., (2007) “UI and Method for the De-synchronization of Telephone Calls”, ip.com, May. <<https://priorart.ip.com/viewPub.jsp?pubID=/IPCOM000152902D>>

Goodman, B., (2007) Review of “The geek gap: why business and technology professionals don’t understand each other and why they need each other to survive” ACM Computing Reviews, January. Also published in Queue 5, 2 (Mar. 2007), 56-56.

<http://www.reviews.com/Review/Review_review.cfm?media_id=1788746>

Goodman, B., (2006) Review of “Project visualization for software” ACM Computing Reviews, December.

<http://www.reviews.com/Review/Review_review.cfm?media_id=1786085>

Goodman, B., (2006) Review of “Temporal pre-fetching of dynamic Web pages” ACM Computing Reviews, September.

<http://www.reviews.com/Review/Review_review.cfm?media_id=1767537>

Goodman, B., (2006) Review of “ERP requirements engineering practice: lessons learned” ACM Computing Reviews, July.

<http://www.reviews.com/Review/Review_review.cfm?media_id=1616242>

Goodman, B., (2006) Review of “Inventing the future” ACM Computing Reviews, April.

<http://www.reviews.com/Review/Review_review.cfm?media_id=1747663>

Goodman, B., (2005) Review of “Comparison of information technology adoption rates across laggards, innovators and others” ACM Computing Reviews, December. <http://www.reviews.com/Review/Review_review.cfm?media_id=1654686>

Goodman, B., (2005) Review of “Theoretical introduction to programming” ACM Computing Reviews, December.

<http://www.reviews.com/Review/Review_review.cfm?media_id=1716289>

Goodman, B., (2005) Review of “Yesterday’s weather: guiding early reverse engineering efforts by summarizing the evolution of changes” ACM Computing Reviews, December. <http://www.reviews.com/Review/Review_review.cfm?media_id=1654686>

Goodman, B., (2005) Review of “Impact of personality on technology adoption: an empirical model” ACM Computing Reviews, November. <http://www.reviews.com/Review/Review_review.cfm?media_id=1697504>

PUBLICATIONS (CONTINUED)

Goodman, B., Jania, F., Rekesh, D., (2004) "Tacit Enhanced Instant Messaging: Mood", ip.com, November.
<<http://www.priorartdatabase.com/IPCOM/000029830/>>

Goodman, B., Kebinger, J., (2004) "Increase stability and responsiveness by short-circuiting code" developerWorks, October.
<<http://www.ibm.com/developerworks/web/library/wa-shortcir/>>

Goodman, B., Gibbs, K., Torres, E., (2003) "Create Web services using Apache Axis and Castor" developerWorks, September.
<<http://www.ibm.com/developerworks/webservices/library/ws-castor/>>

Goodman, B., (2003) "Emission Fingerprinting and Communal Dissemination", ip.com.

Goodman, B., Subramanian, R., (2003) "Grid System for CPU Cycle-sharing Using VM Peers", ip.com.

Goodman, B., (2003) "Squeezing SOAP: GZIP enabling Apache Axis" developerWorks, March.
<<http://www.ibm.com/developerworks/xml/library/ws-sqzsoap.html>>

Goodman, B., (2002) "Accelerating Web Services with Caching" developerWorks Journal, November.
<<http://www.ibm.com/developerworks/webservices/library/ws-cach1/?ca=degrL19wscaching>>

Papers

Goodman, B., (1998) "Digital Collaborative Child-friendly Environments" Bachelor of Arts Thesis, Hampshire College, Amherst, MA.

Productions

Goodman, B., Spalter, I. (2000) Heavy Rotation, BlackPlanet.com Self-Promotion, Enhanced CD.

Goodman, B., Spalter, I. (1999) YR2000 Count-down, Latina Magazine, Screen Saver

Goodman, B., Muller, R., Chase, C., Neimark, R., Spector, L. (1998) What about AIDS? CD ROM production for the New York Hall of Science exhibit on AIDS.

CONFERENCES AND PROCEEDINGS

Goodman, B., Jang, S. (2008) "Enabling wikis for the enterprise," presented at the 2008 International Symposium on Wikis (Porto, Portugal, September 8 - 10, 2008). WikiSym '08. ACM, New York, NY.

Goodman, B., Goldman, S. (2007) "Freeing Creativity by Understanding the Role of Best Practices," published in the Proceedings of the IEEE 19th International Engineering Management Conference, Austin, Texas. July 29-Aug 1.

Nagarajan, R., Woods, J., Lipton, M., Goodman, B., (2007) "Case Study: SCRUM and the IBM Media Library," presented at IBM Academy of Technology: First Agile Methods and Practices Conference, March 15-17, San Jose, California.

Goodman, B. (2006) "WebAhead: Emerging Technology and Innovation," presentation and poster at ACM ICPC, April 9-12, San Antonio, Texas.

Goodman, B. (2006) "Technology Adoption Program – Innovation Management at IBM," presented poster at Technical Leadership Exchange, March 5-8, Orlando, Florida.

Goodman, B. (2006) "Technology Adoption Program – Innovation Management at IBM," presentation and poster at Tristate Regional Exchange, February 23, Somers, New York.

Goodman, B., Chow, A. (2006) "Technology Adoption Program – Innovation Management at IBM," presented at Best Practices Conference – On Demand and Beyond, February 13-16, Somers, New York.

CONFERENCES AND PROCEEDINGS (CONTINUED)

Goodman, B., Inampudi, M. (2005) "Faster resilient self-managing web applications: Caching strategies in w3's BluePages," presented at Best Practices Conference – On Demand and Beyond, March 9-11, Boston, Massachusetts.

Goodman, B., Subramanian, R., (2004) "Architecture for Enhanced Description, Discovery and Exchange of Services in P2P Networks," Proceedings of the Tenth Americas Conference on Information Systems, New York, New York, August.

Goodman, B., Subramanian, R., (2003) "Peer-to-Peer Corporate Resource Sharing and Distribution with Mesh", published in the Proceedings of the 14th IRMA International Conference, May.

Milekic, S., Goodman, B., Benjamin, Z.A., Sullivan, K., Newman, J., Irons, N. (1998) Innovative Interfaces: KiddyFace, project presentations at the Smithsonian Institution, 2n Annual NCIIA National Conference, March 13-15, Washington DC

PROFESSIONAL ASSOCIATIONS

Member of IBM IT Architect Certification Board
Member of IBM CHQ Invention Disclosure Team

Member of IEEE
Member of IEEE Computer Special Interest Group

Member of ACM
Member of ACM Special Interest Group on Computer-Human Interaction (SIGCHI)
Member of ACM Special Interest Group on Software Engineering (SIGSOFT)

Member of Association of Open Group Enterprise Architects (AOGEA)