

# 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 thoughtfully applied leading-edge technology. Patented more than 43 inventions. Author of more than four dozen books, chapters, reviews, articles, productions, conferences and proceedings.

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## WORK EXPERIENCE

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**Senior Technical Staff Member, Manager, Cloud Engineering & Experience**  
IBM Corporation

**2009 to present**  
New York, NY

- Responsible for the delivery of architecture, development and end-to-end user experience for public cloud offerings.
- Leading a catalyst team of developers, designers and user experience professionals in rapid iterative development.
- Differentiating in the marketplace focusing on cloud patterns for SaaS, orchestration, and data transfer.
- Delivered four releases of the Developer & Test on the IBM Cloud offering in 2009; Enabled GA in 1H 2010.
- Engaging spokesperson in press interviews and customer briefings.

**Senior Technical Staff Member**  
IBM Corporation

**2008 to present**  
New York, NY

Recognized by peers at IBM with permanent appointment to Senior Technical Staff. Position is limited to top IBM technical contributors, approximately 0.3% of IBM employees worldwide. Acknowledges past contributions and encourages continued involvement in technical innovation. Confirms a distinguished record of growing people and organizations.

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

**2006 to 2008**  
New York, NY

- Led, managed and grew IBM's premiere emerging technology and innovation lab.
- Responsible for leading design and development activities for 14 developers, delivering over a dozen projects.
- Provided technical leadership for offshore development teams in China, India and Vietnam.
- Engaged customers around innovation management and social software: Nationwide Building Society, Chevron, Piedmont Natural Gas, Unisys, GM, JP Morgan Chase, Syracuse University, Thomson, J&J and USPTO.
- Projects managed, architected, developed and delivered include: IBM Innovators Library – social space for developers; IBM Media Library – YouTube for the enterprise; WikiCentral – the enterprise wiki system; Enterprise Tagging System – common social tagging system; IBMr – reputation and expertise location system.

**Senior Software Engineer, Technology Adoption Program**  
IBM Corporation

**2005 to 2006**  
Somers, NY

- Co-founder and technical head of Technology Adoption Program accelerating product innovation time-to-market.
- Managed, architected, developed and delivered the Technology Adoption Program's end-to-end IT environment Self-service offering management site; Technology evaluation and advanced reporting; Innovation hosting model
- Defined client strategy for the IBM intranet, addressing standards, guidance and emerging technology issues.
- Provided technical leadership to global resource teams in India and Vietnam.
- Engaged customers, including BlueCross & BlueShield, Wachovia, Commerce Bank and Raytheon.
- Member of IBM Academy Study focusing on improving 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 intranet.
- Authored client-provisioning strategy and corporate standard for client application development.
- Engaged customers and thought leaders such as General Electric and IBM's Senior Technology Leadership.
- Led as a technical mentor in IBM's premiere recruiting program, delivering a client-based self-help prototype.

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## WORK EXPERIENCE (CONTINUED)

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**Senior IT Architect, On Demand Workplace**  
IBM Corporation

**2003 to 2004**  
New York, NY

- Responsible for the architectural direction and delivery of expertise search and discovery for the IBM intranet.
- Lead architect on a geographically dispersed 20-person development team (USA, Brazil and India).
- Collaborated on the design of a common profile system, using XML database months ahead of industry awareness.
- Presented IBM's workplace vision to internal and external customers, such as Fleet Bank and General Electric.

**Staff Software Engineer, Advanced Internet Technology Lab**  
IBM Corporation

**2001 to 2003**  
Southbury, CT

- Led development efforts in peer-to-peer, broadcast messaging, knowledge management and web services.
- Supported 20,000 internal early adopters in real time knowledge exchange, extending to thousands of customers.
- Served as lead architect and collaborated on delivering IBM's first B2B web service.
- Designed and developed web service hosting, provisioning, metering and billing for external customers.

**Software Engineer, Advanced Internet Technology Lab**  
IBM Corporation

**1999 to 2001**  
Southbury, CT

- Developed prototypes in emerging technology areas including Java, XML, XSL, Servlets, Fast-CGI, Host-On-Demand, instant messaging and credential management.
- Technical assistant to IBM's Senior Vice President of Internet Technology.

**Assistant Program Manager, Association for Worldwide Knowledge Exchange**  
Hampshire College

**1998 to 1999**  
Amherst, MA

**Lead Programmer**  
VSI Communications Group

**Summer 1997**  
South Norwalk, CT

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## EDUCATION

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**Hampshire College**

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

**1994 to 1998**  
Amherst, MA

Extra-curricular involvement: Cognitive and neuropsychology research. Teaching assistant for courses in computer science, human computer interface design and multimedia production and development. Managed media lab.

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## PATENTS, PUBLICATIONS, AWARDS AND CERTIFICATIONS

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**Author of over four dozen publications**

(books, chapters, reviews, articles, productions, conferences and proceedings)

Topics include grassroots collaboration, technology adoption, innovation management, high performance web applications, design patterns, web services, peer-to-peer, instant messaging and commercial multimedia productions.

**1998 to present**

**Author and inventor on 43 patent filings**

Topics include reputation-based security, digital identity, social discovery, web services, autonomies, publish/subscribe messaging, peer-to-peer systems, caching, data replication, content management and multimedia.

**2002 to present**

**Awarded Outstanding Technical Achievement Award, IBM Corporation**

**Attained Distinguished IT Architect Certification, The Open Group**

**Appointed Master Inventor, IBM Corporation**

**Elected Senior Member of IEEE**

**Winner of CIO 100 2008 Award in Knowledge Management, International Data Group**

**Awarded Patent Issue Recognition – Top 10% for Potential Value, IBM Corporation**

**2010, 2008, 2007, 2004**

**2009**

**2009**

**2009**

**2008**

**2007**