

P a t r i c k J. F e r r e l

Skills

I have a demonstrated ability to lead large (see MSN) and small highly independent teams (see Trailfire) in a large corporate setting (Microsoft & Adobe) and in startups (Trailfire and Daily Planet). My roles have included engineer, product advocate, architect, manager, CTO, CEO, and business consultant. I've managed more than 100 people in multidisciplinary multi-project groups but remain a hands-on engineer.

Technologies

- Web applications
- Cluster computing
- Highly scalable architectures
- Text and data mining
- Machine learning
- Desktop applications
- Linux, Microsoft, Mac OSX

Project Management

- Iterative development
- Agile development
- Collaborative interaction style

History

2004-2008 CTO, Trailfire (startup): Co-founded and served as the CTO of Trailfire, a startup company which was part of the 2005 Web 2.0 movement and produces an innovative social application centered around collaborative web research. In 2008 we created our second application called the Web Guide, which is a system that automatically categorizes and cross-references web pages producing a catalog of web topics that allow the user to browse the web, by subject. Our product makes heavy use of text and data mining technology in a collective web intelligence application and is delivered in web applications, web widgets, and browser extensions. The Web Guide is built on a highly scalable architecture for processing and serving up very large databases by using parallel cluster computing.

1997 to 2003 Independent Consultant: Did independent consulting for startup companies and venture capitalists. Some of my startup clients included companies doing order fulfillment and online shipping management, online printing and form services for the enterprise, and a gaming and graphic engine. I also did due diligence reports on potential investments for Venture Capitalists including Kleiner Perkins, Voyager, and Rustic Canyon as well as Seattle based Angel investors.

One of my last consulting projects was to report on the emerging Open Source Software industry. This led me to start a blog on the state of OSS, which I still publish as occamsmachete.com.

1993-1997 Director of Tools and Application, Microsoft MSN: Had responsibility for MSN search, electronic commerce, and authoring tools. Built the team from zero to over 100 people in two years including product and program managers, software design and test engineers, documentation, and designers working in three separate product units. Products that we started are now known as **Microsoft Live Search, Commerce Server, Visual Interdev** (a major component of **Visual Studio**). Had responsibility for budget, recruiting, and technical leadership on all projects. We were one of the first groups at Microsoft to use iterative development to deliver products on time.

1990-1993 Founder and CEO, Daily Planet Software: Conceived of and built a product similar to today's RSS readers but which collected content from online services like CompuServe and Lexis/Nexis. In 1993, through our talks over supporting MSN, we were acquired by Microsoft.

1982-1990 Principal Engineer, Aldus/Adobe: Received a **BSEE from the University of Washington** with an emphasis in Mathematics in 1981. After a stint doing embedded software, where I earned four patents and introduced object oriented programming to my projects, I moved to productivity and applications software at **Aldus** (which was acquired by **Adobe**). There I was the **architect** of a cross-platform application framework, which formed much of portability layer for Aldus' flagship product called **PageMaker**, one of the first large applications to run on both the Mac and Windows.

Bookmarks

- Trailfire—two patents; for placing applications of existing web pages and for browsing the web by subject, 2007.
- Microsoft—six patents for various online publishing technologies, including semantic text markup, ontological markup, and online delivery through generalized object replication, 1997.
- "VAMP: The Aldus Application Framework", IEEE Proceeding from OOPSLA '89.
- Intermec—four patents for barcode decode algorithms, 1985
- BSEE with emphasis in Mathematics, University of Washington, 1982

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