

# Clayton E. Weimer

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Passionate broad-based technologist deeply immersed in all aspects of the sales and marketing process; accomplished in the championing of innovative products and technologies seeking new challenges in a customer facing role.

## BUSINESS SKILLS

- Skilled evangelist and pre-sales specialist with multiple experiences as the conduit between technology & business.
- Numerous customer facing and presentation demos with ability to help conceptualize, document, architect, present and implement an overall technical solution which addresses client needs.
- Technical marketing visionary, passionate about next-generation technology, adept in market sensing, having helped brand, market and established numerous products categories.
- Proven track record in working with sales to build client relationships and support customers representing technical engineering in developer and customer relations, technical seminars, speeches, tutorials and training efforts.
- Deep technical marketing acumen and persuasive communication skills., with ability to technically qualify and identify sales opportunities.

## TECHNICAL SKILLS

- Over 15 years of software experience (C, C++, Objective C, Java, Ada, Java and Web/Server technologies (HTML/DHTML/DOM/XML, Javascript/Ajax, SQL and PHP); Linux/Unix, Mac OS X and Windows platforms.
- Proven solutions architect and deliverer of "first of kind" products including object oriented analysis and software engineering tools; satellite signal processing, embedded command/control systems; mobile/web based sales information systems, mobile and wireless solution frameworks for smartphones and remote communication devices.
- Self-starter, able to work well in a team, independently, across different working environments with capability to 'wear a lot of hats' taking on a wide range of product and project management responsibilities
- Successful coordinator of developer, technical support and services groups.

## WORK HISTORY

### Technical Marketing, [Wanderbook](#)

July 2001 - Present

Co-founded/ funded by sales professionals to develop software for wireless tablet computers which included the integration of Mozilla browser technology, tablet PC technology licensed from Lucent (OOP/C) and National Semiconductor (WebPAD). Provided technical engineering and marketing support for licensing partner relationships. Numerous funding activities including business and product plan development and presentations. Pioneered the successful pilot rollout of a wide area wireless Tablet PC solution for sales agents of Alain Pinel, the largest real estate brokerage in the San Jose area. Technical marketer and developer using web technologies (HTML/XML, Javascript/Ajax, PHP) developing community mashups for sales agents. OS X/Objective C technologist: earned technical certifications and preferred membership status in Apple's Consultant Network. Developed a custom iPhone sales application using web server technologies (Objective-C, PHP/Apache). Technical consultant in areas of mobile wireless technology currently for Alcatel-Lucent, and recently for Hewlett Packard intellectual property concerns.

### Solutions Architect, Deskin Research Group

August 1998 - June 2001

Project manager and API architect of wireless communications technologies. Major contributor to branding and marketing these technologies; including technical sales support and investor/client/affiliate on site support and evangelism. Developed satellite control spectrum/frequency management software, written in C++ using Visual Studio, a simulation model demonstrating and successfully satisfying FCC regulatory rules. Responded to many of functional and technical elements of RFIs/RFPs and wrote numerous white papers in support of Deskin's consultative business.

### Systems Engineer at MobilePoint

November 1995 - July 1998

Primary architect of a solutions framework enabling the world's first deployment of interactive sales force solutions based on tablet PC and wireless internet communication technology. Involved integrating licensed software and in-

house development - approximately 1 million lines of code (C/C++) and working cooperatively with OEM teams to resolve technically oriented problems and issues. Coordinated an engineering and technical services group for customization and support of sale force solutions to large corporations such as Bristol-Meyers/Squibb and McKesson. Formulated technical strategies and tactics for sales in support of MobilePoint products and services presenting technical features and business benefits of the product. Numerous pre-sales and post-sales technical interactions with corporate IT defining, refining and supporting enterprise information requirements and conveying customer requirements to product management and professional services teams.

**Senior Member of Technical Staff at Deskin Research Group**

**November 1994 - November 1995**

Project Manager: Managed and supported mobile sales force solution using wireless/ pen computer technology.  
Software Architect/Programmer: Developed custom document/fax retrieval application in C/C++ on mobile tablet as part of product catalog application for mobile sales solutions. Project Manager and developer for a large mobile client/ server system for remote military communications using convertible tablet hardware (C/C++). Project manager/ maintenance of DRG's Gnosis product - software documentation retrieval solution for mobile/wireless computers (OOP/C). Responded to functional and technical elements of RFIs/RFPs.

**Developer Evangelist at AT&T**

**November 1992 - 1994**

Managed a group responsible for development and marketing of software and hardware using the Personal Communicator platform (the world's first generation of smart phones). Main conduit between engineering and external OEM and software developers. Helped deliver/ support software development kits (OOP/C) to ISVs and OEMs. Co-founder of a world-wide developer's group. Technical liaison between AT&T corporate and its corporate partners/ developers. Product manager of the productivity applications group within one of AT&T's subsidiaries.

**Technical Consultant at Obvion**

**August 1991 - November 1992**

Designed and developed "first of kind" object-oriented analysis & design tool for graphical tablets and large display devices (OOP/C). Consultant for various marketing applications within Syntex Pharmaceuticals, creating a tutorial generation package (OOP/C) for a multimedia design group.

**Technical Services at Rational**

**September 1989 - July 1991**

Member of technical services organization which interfaced with customers and regional technical representatives worldwide, providing software engineering support, consultation and training for Rational's analysis/design products. Early significant contributions to product teams developing integration products for Cadre Teamwork, Rational's Object-Oriented Software Engineering tool, and C++ training workshops.

**Senior Member of Technical Staff at ESL/TRW**

**1988 - 1991**

Designed and developed the user interface implementation of command and control system for remote piloted vehicles under X-Windows using C and Ada on Unix Workstations. Also responsible for team software standards and practices methodologies, including introducing and training Object-Oriented technologies and techniques. Performed numerous successful customer reviews and presentations.

**Sr. Software Engineer at GTE**

**1985 - 1988**

Designed and developed user-interface and equipment control software of a large signal processing system in Ada on VAX/VMS. Early pioneer of object-oriented design techniques and significant contributor to GTE's Programming Support Environment. Provided training and leadership in software engineering and object-oriented techniques, and DOD Standard compliance to over 200 engineers. Received publishing and presentation awards for contributions relating to Configuration Management and Object-Oriented software engineering.

## **EDUCATION**

**BS, Computer Science, minor in Business, 1985**

**California State University-Dominguez Hills**

Activities: Full time programmer while pursuing degree for two years at Beckman Instruments. Implementing custom data entry and report generation packages for a hospital laboratory management system in Pascal.

**Apple Certified OS X Support Professional August, 2008**

**Apple Certified OS X Technical Coordinator November 2008**

## **PUBLICATIONS**

"Personal Communicators In Business", AT&T Computer Users Group

Keynote Speaker, STC Conference (Society For Technical Communication)

"Project Development and Management With Ada Libraries", DECUS (Digital Equipment Users Society)