

Robert L. Cartwright (Rob)

Muncie, IN

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Objective

Product, Service, and/or Strategy leader. Technically savvy with heart for people and teams. I am passionate about connecting people with technology solutions – where technology is merely a means to an end - making the everyday human experience better, and even more exciting!

Summary of Qualifications

- **Strategy & Development:** Strategy, business, and technical development for new products, services, program, and relationship development.
- **Experience:** Two decades of high-tech industry experience: commercial/broadcast/studio/residential automation, mobile data solutions, equipment interoperability, interactive services, customer feedback/satisfaction, and customer support specialties - all focused on delivering a product to end-users, organizations, and companies, and teaching them how to use and maintain it.
- **Technologies & Company Representative:** Automation and control technologies, technology tradeshows, stage and theater control systems and equipment, online programs, etc.
- **Communication:** Strong written, presentation, and oral communication skills; and project management skills.
- **Hobbies/Interests:** building and leading teams of people, model airplanes, digitally controlled train sets, home automation, robotics, internet technologies/hardware, broadcasting (video and internet), trombone, and others!

Accomplishments

- **Developed:** Apprenticeship Program for university/community college apprenticeship program toward DOE Grant attainment.
- **Teaching/Instruction:** 1) Online “Stage & Theater Technologies” course with regional theater group, 2) multiple vocal classroom sessions, and 3) video team use of audio, video, and broadcast equipment to team members from 14-70 years of age.
- **Managed:** Strategic Development Labs, Demonstration Homes (including power/temp monitoring systems), and demo platforms.
- **Launched Products & Services:** Researched, developed, and launched various companies’ products and services: gaming modem, DSL/cablemodem service turn-up, cellular handsets launches, residential integration demo-venues, cellular handset application launches (such as: AOL IM application, gaming and weather apps, etc.), voicemail/SMS/MMS/data tracking server upgrades.
- **Systems Designing:** Designed, integrated, and installed many control systems with a myriad of sensor types, software solutions, hardware solutions, and more: broadcast studios, commercial, and residential.
- **Public Liaison/Representative:** 1) Published in industry magazines; 2) featured industry speaker (IEEE, campus lectures, and standards bodies); 3) extensive press, media, and industry liaison relationships (from statewide television, to CNN FutureWatch); 4) Indianapolis Power & Light, and a myriad of Fortune 500 companies, in demonstration homes/homeshows; and 5) tradeshow exhibits.
- **Drove:** Deployments and product/service releases, to satisfy our customers. Results: increased ARPU (avg. revenue per user), increased customer base from 4.5 to 6.0 million, market share increased from 8th to 6th place, increased adoption and revenues (application sales/data usage), and kept customer churn at the lowest in the industry (~1.5%).
- **Created:** Technology strategy, and worked with handset OEMs for seasonal handset launches - to meet: corporate revenue objectives, customer experience goals, and customer satisfaction metrics - to maintain “#1 in Customer Satisfaction” rating year-on-year.
- **Robotics & Control Systems:** 1) Built robotics control/feedback system with son, 2) designed and built greenhouse control system.
- **Community Volunteering:** 1) Member of Board of Directors CYT Indy, 2) Video Director and Team Lead (20K attendee Willow Creek/Chicago; Union Chapel/Muncie), 3) Tech Committee Chair (for various \$15K-\$20K budget children’s theatrical productions).

Technologies and Architectures Expertise

- **Internet Technologies:** Ability to assist in design and to troubleshoot communication systems, distributed control systems, and remote internet access/control solutions. *Related acronyms: APs (accesspoints), ATM, bridges, ISO/OSI Models, DHCP, DNS, Ethernet (802.xx) protocols, FDDI, FWA (fixed wireless access), ICMP, HTML, HTTP,IMAP, NAT, MAPI, PAT, POP3, routers, SMTP, UPnP, VPNs, WAN/LAN packet structures, web analyses (Webalizer), WIFI standards/hardware/antennas, and XML.*
- **Electronics:** Extensive knowledge in electronic components and subsystems, including: microprocessors, sensing/encoders, signal conditioning, power supplies, touch screens, user interfaces, output controllers, etc. – and troubleshooting ability with: oscilloscopes, broadband analyzers, and packet sniffers. PLC controllers, ladder logic, and more.
- **Software and Technologies:** abilities, beyond obvious MSoffice/Apple apps: Visio, PSpice, manufacturer-specific configuration and design tools, ccMail, Lotus Notes, Eudora, MS Outlook, Final Cut, Pinnacle, iMovie, MS Office (PowerPoint/MSPProject/some Access/MS Remote Desktop Support), Apple/Mac support, and TightVNC. Read/understand circuit diagrams, CAD drawings, and blue-prints. Currently learning iOS iPhone app dev.always learning something new.
- **Programming Languages:** Assembly Language, C/C++, Fortran, Linux, Pascal, Visual Basic, Allen Bradley (classroom).

Education

- **Purdue University, W. Lafayette/Indianapolis, Indiana:** Bachelor Science, School of Engineering & Technology (BSEET)
Concentrations: Analog & Digital Electronics, Broadcast/Studio Electronics, Communications Systems, Electrical Engineering, Local/Wide Area Networking, Microprocessors/Interfaces, Speaking, and Technical Writing.
- **Keller Graduate School, Chicago, Illinois:** Master of Business Administration (MBA)
Concentrations: Business, E-Commerce, Leadership & Organizational Behavior, Marketing, Market Research, New Product Development, Product Management, Project Management, and Team Building.

CYT Indy • Indianapolis, IN	(01/14 – 07/14)
<ul style="list-style-type: none"> • Executive Director <ul style="list-style-type: none"> ○ Oversaw greater Indianapolis operation and \$450K annual budget for not-for-profit Indiana youth theater organization, 100's of students, ~10 class sites, 30 instructors, parental involvement, and multiple near-professional stage productions. 	
No Limits Audio/Video • Muncie, IN	(11/12 – 12/13)
<ul style="list-style-type: none"> • Videographer / Systems Integrator, Installer, Troubleshooter <ul style="list-style-type: none"> ○ National Park Service closed-captioning and other ADA video contracts, integrated tour guide solutions, digital signage solutions, audio/video broadcast and media systems design/install, script authoring, and customer compliance fulfillment. 	
INTESH COMPANY • Crystal Lake, IL	(03/07 – 11/12)
<ul style="list-style-type: none"> • Owner <ul style="list-style-type: none"> ○ Managed all: business planning, sourcing/purchasing, estimating, marketing/ branding/trademarks, insurance/liability coverages, and interdependent contractor build-out resolutions/timelines, and Top 100 manufacturer/supplier relationships. ○ Commercial and residential solutions: lighting, audio, telephony, CCTV/surveillance, LAN/ WAN, broadcast video, control systems, user interfaces (from touch screens, to TV menus, to keypads, etc.), and multi-system design and integration. 	
U.S. CELLULAR • Chicago, IL	(11/02 – 03/07)
<ul style="list-style-type: none"> • Product Operations Manager (6/04-3/07) <ul style="list-style-type: none"> ○ Drove standards of excellence, customer satisfaction metrics, issues resolution timelines, and vendor/service reliability. ○ Worked with fraud team to reduce inappropriate customer access and reduce extreme data service usage overages. ○ Instrumental in moving data services products from early adopter roll-out to operationalized mainstream products. • Data Services Product Planner (11/02-6/04) <ul style="list-style-type: none"> ○ Provided Service/Platform planning: Developer/App online shopping system integration, Handset/App compliance. ○ Infrastructure feasibility analyses: cellular messaging servers (MMS/SMS) content based billing, and other systems. ○ Defined Handset Requirements (feature/API roadmap), provided carrier and OEM competitive analyses, reviewed OEM roadmaps, managed OEM relationships (including: Motorola, LG, Samsung, Audiovox, UTStarcom, and Nokia). 	
INTEGRITYONE • Crystal Lake, IL	(4/01-11/02)
<ul style="list-style-type: none"> • Owner <ul style="list-style-type: none"> ○ Designed/implemented: Infrastructure requirements for FWA (fixed wireless access): towers, radios, routers, broadband connectivity, back-end account mgmt/email hosting. Developed revenue and customer provisioning analysis based on tower abilities. Developed system allowing 12 regional reps to go from ½ day of faxing to minutes, thus improving efficiency. ○ A+ Network/IT Certification "Technology Apprenticeship" curriculum outline developed for joint venture of COMPTIA and DeVry University/Keller School of Management, toward winning of United States DOE \$100K grant. 	
3COM/U.S.ROBOTICS, INC. • Rolling Meadows, IL	(8/96-4/01)
<ul style="list-style-type: none"> • Manager 3Com Digital Home - Consumer/Commercial Services & Solutions Group (7/00-4/01) <ul style="list-style-type: none"> ○ Directed design-phase of 3Com Digital Home demonstration/testing facility. ○ Along with team, managed internal/external 3Com Digital Home lifestyle-program's industry partnerships with: Cisco Home, Compaq Home, Disney <i>Innoventions</i>, GTE Connected Family Home, Honeywell, Microsoft Home, MIT Media Lab, AT&T and Regional Bell Operating Companies (RBOCs), and others. • Manager Business Development - Consumer/Commercial Services & Solutions Group (6/98-8/00) <ul style="list-style-type: none"> ○ DSL Modem development, RBOC/ILEC online qualification tool ASP partnership development, ISP vendor relations. ○ 3Com USRobotics 56K Internet Gaming Modem: cradle to release management. ○ Competitive feasibility analyses accomplished for various division-wide product lines, such as: internet appliances/VOIP. • Strategic Development/Home Automation Engineer - Business Development & Strategy Group (8/96-6/98) <ul style="list-style-type: none"> ○ Competitive analyses, including: "no new wires" <u>LAN over phone-power-line</u> modulation, home gateways, and more. ○ Drove internal development: OFDM modulation intellectual property, home network interoperability, etc. 	
CEBUS INDUSTRY COUNCIL, INC / HOMETRONICS, INC. • Indianapolis, IN	(2/91-8/96)
<ul style="list-style-type: none"> • Tradeshaw Manager / Standards Committees Manager / Public Relations Staff <ul style="list-style-type: none"> ○ Coordinated alpha-products interoperability demonstrations at tradeshaws. Coordinated booth schedule/shipping/setup. Oversaw Standards Body Committees to achieve ANSI accreditation. ○ PR liaison to press agents, media outlets, installers, dealers, home owners, and manufacturers about benefits of CEBus® Standard. Internal staff supporter of Bright Home™ demonstration home, sponsored by local power company. 	
HALLMARK MARKETING CORPORATION, INC. • Kansas City, MO	(1/90-2/91)
<ul style="list-style-type: none"> • Account Manager / Asst. State Retail Coordinator, Program Design and Development Group <ul style="list-style-type: none"> ○ Managed retail store remodeling staff for regional Hallmark Gold Crown Stores, Indiana Market. ○ National test market development - Indiana deployment and management responsibilities. 	
WXIR FM / WCFY AM • Indianapolis, IN & Lafayette, IN	(8/87-5/95)
<ul style="list-style-type: none"> • Station Engineering and On-Air Personality (part-time and minor contract projects) <ul style="list-style-type: none"> ○ On-air personality for primary drive-time broadcasts and various shows, and studio automation responsibilities. 	