Stephen Davis

Father, Yogi, Triathlete, Geek, #EatClean #TrainDirty ## #### #### ####

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Summary

• Certified yoga instructor, personal trainer,, endurance athlete • Fitness entrepreneur, running enthusiast, yoga convert • Social Media marketing specialist with experience in social media, viral marketing as well as both mass market and high touch software marketing and customer interactions • Experienced team builder and leader, able to quickly assess the needs of a company (existing or new) and build and shape a team to deliver the required service or product • Strategic Marketing, Market Analysis, Partnership Development • SR&ED consulting • Professional engineer (PEO) with over 25 years of experience as a software architect in the field of mobile marketing and development, embedded software, network security design with a B.Eng in System Engineering from Carleton University, 1986

Experience

Owner, Personal Trainer, Yoga Instructor at   Greco Colonnade

June 2013 - Present (2 years 10 months)

   Live Lean, Live Fit, Live Well Discover the Greco experience that can transform your life. At the Greco studios throughout the Ottawa area, revitalize your spirit, expand your boundaries and explore new ways to lead a healthier, more fulfilled life. Our unique classes are much more than a series of exercise sessions. At Greco, your fitness sessions are a physical, psychological and emotional experience where you first increase your level of base conditioning before progressing to increase physical and cognitive skills. Every training program is customized to address your unique fitness profile, enabling you to increase your fitness level each and every time you train with us. You'll not only feel more powerful, you'll be empowered to do more and be more.

Marketing Specialist, Founder at   danlargo Inc.

March 2011 - Present (5 years 1 month)

   Social media and mobile marketing specialists Social media, mobile marketing, product and service positioning, application development and consulting services for applications running on iPhone, Android, Windows Mobile and Blackberry devices.

CTO at   Skyreader Media Inc

November 2011 - October 2013 (2 years)

   SkyReader Media specializes in next generation storytelling. Skyreader Media is a publisher of mobile apps for the iPad. We have a history of creating great entertainment - now we're bringing it to interactive story apps for children. With our proprietary technology platform, and over 4,500 children's book titles under license we are bringing lots of Great Stories to children and parents in New Ways.

CTO at Privasoft Corporation

May 2007 - February 2011 (3 years 10 months)

Privasoft is the world leader in case management and document redaction software targeted at the Access to Information and Freedom of Information sector. As CTO (also functioning as VP of Engineering) I was instrumental in moving the company from a customer focused software development company to a market focused product development company. Changes that were made to the development group and process included: • introduction of product and maintenance release processes • introduction of bug tracking system, integration of this system with the help desk problem tracking system • introduction of metrics that provided visibility into the current health of the software and the development backlog • development of software testing process, regression testing and quality gates that ensured software was not released until all stack holders agreed • introduction of a modified agile development process that provided the status updates requested by the CEO and Product Management while giving the R&D group immediate input into the progress of feature implementation • re-engineering of the product from traditional thick client technologies to thin-client, browser based technologies.

CTO and V.P. of Engineering at Zendo Media Inc

October 2006 - May 2007 (8 months)

• Architected a handset-agnostic mobile content management and delivery system for games, ringtones, images and videos. • Developed a unique image and video transcode-on-demand server to greatly reduce the advance processing of content prior to upload to the content managment system. Please visit: http://web.archive.org/web/20070210133407/http:/www.zendomedia.com/ • Negotiate and license content deals. • Evangelism and deployment of NewMedia channels to market. • Application of mobile technology to deliver products and service to mobile consumers. • Deliver multimedia digital content to mobile consumers. • Premiere content aggregator. • Transforming the mobile handset into a powerful communication and entertainment device.

CEO and Founder at Totient Networks Inc,

August 2001 - May 2007 (5 years 10 months)

Totient Networks Inc. was a consulting company specializing in offering services to startup software and hardware companies. Some of the services offered included: • Strategic Marketing Working with sales and marketing we defined and/or refined company product offerings. Performing marketing research to position a product. Meeting potential customers to establish the relationships that are critical to a new product introduction. • System Architecture Working with marketing and engineering groups we developed innovative system ideas and implementation techniques leading to successful delivery of new products. We developed architecture and design specifications to combine with project plans to initiate successful development of new products. • Software and System Design Services Working from detailed design specifications we brought projects from concept to product. We developed software, hardware and systems components to support the product.

CTO and VP Engineering at   Tvidia Corp
February 2004 - September 2006 (2 years 8 months)

As CTO of this new venture I was responsible for architecting the company's mobile content distribution
platform and identity management infrastructure. Working closely with content providers and NA mobile
operators Tvidia defined a new way of delivering content and ensuring that it reached the correct users. Age
classified content, age sensitive content delivery and identity management allowed the mobile operators
to deliver more finely tuned services and enhance revenue extraction. While designing the various system
components both hardware and software I worked closely with the CEO and VP of Business Development
to refine the business plan present the corporate direction to potential investors, channel partners and content
owners.

Director Application Engineering at   Elliptic Semiconductor Inc
October 2002 - November 2005 (3 years 2 months)

Working with a small group of engineers I assisted in determining the scope of requirements for a low
power wireless TCP/IP and security accelerator. This included architecting the host software, libraries,
APIs, drivers and embedded firmware required to support the hardware acceleration components that allow
the resulting IC to work correctly in various embedded and host-based operating systems.   My work also
included working closely with the IC design team to ensure that the correct functions were implemented in
the IC to properly support the host operating system. In addition to ongoing system architecture I worked
closely with the sales team in a strategic marketing role, preparing presentations and marketing literature
while assisting with customer visits and conference calls. I worked closely with the engineering team to
refine product direction based on customer feedback.

Director Strategic Marketing at   Chrysalis-ITS
March 1999 - August 2001 (2 years 6 months)

• Responsible for forward-looking investigation of new technologies applicable to security ICs and interaction
with advance network ICs and network systems • Responsible for creating, defending and evolving the IC
roadmaps, hardware, software and boards • Interacted with ASIC architects to ensure proper interpretation
of IC specifications • Interacted with software architects to ensure complete and consistent software
development environment for ICs • Interacted with the Sales and Marketing to interpret market and
customer requirements and ensure IC roadmap was responsive to the changing market demands • Developed
Marketing Specifications to start the product development cycles, working with sales, marketing and product
management to ensure that the proper business case was established for each IC • Worked to develop
strategic partnerships with companies in complementary markets to ensure that Chrysalis-ITS customers
could be presented with a complete system solution

CTO and Founder at   muDelta Systems Inc.
March 1993 - March 1999 (6 years 1 month)

Personal objectives were twofold, to interface with prospective clients to determine the type of services
that could be provided and to manage our in-house staff to perform the services and deliver the product.

Responsibilities included: • Marketing, both for product and project development, client communication • Strategic Planning, including R&D approvals and project justification, definition of corporate direction • Technical Management, for various projects, from design through coding and maintenance • Project Management, cost and schedule accounting, schedule creation and modification • Staffing, including hiring, compensation adjustments and promotions • Financial Management, loan negotiations, cash flow calculations, financial statements

Software Engineer at Gandalf Data Limited
1989 - 1991 (2 years)

As software team lead I was responsible for architecting Gandalf's next generation switch, and bridge network products.

Software Designer at CAL Corporation
May 1987 - August 1989 (2 years 4 months)

Volunteer Experience

Hockey Coach at Nepean Girls Hockey Association
2004 - 2014 (10 years)

Projects

Draw Along Pip
August 2012 to January 2013

Members:Stephen Davis

Skyreader's new Draw Along feature! Your child completes each story page by drawing Pip and his friends Explore each scene to discover interactive elements and funny surprises that kids will love and want to play over and over. Visuals that capture the simplicity and beauty of a child's point of view. Discover the next generation of storytelling with Skyreader's immersive and interactive children's ebooks.

Skills & Expertise
Mobile Marketing
Mobile Applications
Mobile Game Development
Mobile Product Development
Project Planning
Web Pages
Market Analysis
Partnership Development
Strategic Marketing
Marketing Strategy

Agile Methodologies
Partnerships
Software Development
Strategic Planning
Start-ups
Strategic Partnerships
Mobile Devices
Embedded Systems
Product Management
Enterprise Software
Product Development
System Architecture
Entrepreneurship
Wireless
Management
Integration
Leadership
Project Management
Team Leadership
Consulting
Strategy
Networking
Mobile Technology
Business Strategy
Trail Running
Marketing
Business Development
Security

Education

Carleton University
B.Eng, Computer Systems Engineering, 1982 - 1986

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Contact Stephen on LinkedIn