



## William E. Offeman Jr.

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### Summary

*As a professional software engineering executive, with extensive back office advertising media experience, my mission is to listen and learn then create fast, innovative, and reliable software that is successful in the marketplace. Empathetic with customers, employees and investors, I have a proven track record building profitable products and exceptional teams.*

### Experience



**EVP of Engineering**, WideOrbit Incorporated

**2000 - Present**

WideOrbit produces commercial ERP software for cable networks, broadcast television and radio stations. Responsible for all of WideOrbit's core engineering efforts including hiring and managing development/product/qa resources, selection of technologies, development tools, programming standards, and review of all architectural designs. From near inception advanced the company's flagship product *WO Traffic* out of design stages to a successful v1.0 commercial release in six months with eleven resources. *WO Traffic* is now installed at thousands of stations including ABC, NBC, Fox Television, and Viacom generating more than \$75M per year in recurring licensing fees. Over the last 15 years, have grown the engineering department from startup mode to a sustainable organization of 80 resources building multiple product lines including *WO Traffic*, *WO Network*, *WO Analytics*, *WO Digital Hub* and *WO Streaming*.



**Chief Technical Officer and Co-Founder**, WorthGuide Corporation

**1999 - 2000**

At WorthGuide.com, the Internet Auction Pricing Authority, was responsible for all technology (from design to development tools to the production environment). Hired and managed developers, set development standards, installed version control and defect tracking, designed and setup network (internal and production), DNS services (BIND), Imail SMTP/POP mail server, Exodus co-location facility, MS SQL Server databases (including DTS), time reporting system (chronolog), and all project planning. Technologies built included distributed web crawlers, an automatic taxonomy and classification system, web charting server, bulk email server, and a custom token processing web server.



**Director of Development**, Convoy Corporation

**1997 - 1999**

Responsible for building the Convoy flagship product, Convoy/DM. Convoy/DM extracted, transformed, and loaded heterogeneous legacy data into Peoplesoft ERP systems. As director of development, managed the 11-person development team (8 developers, 2 QA engineers, and 1 documentation writer), which released Convoy/DM version 1.0 through version 3.0 at which point Convoy Corporation was acquired by NEONSoft (nasdaq: NEON) who was later acquired by Sybase.

**Contract Programmer/Project Manager, Knauer Consulting**

**1995 - 1997**

Migrated/developed financial applications for Robert Half International. Responsible for teaching weekly programming classes to about 10 programmers. Promoted to project manager responsible for seven developers and several development projects including the Data Warehouse loader, the GL system, and the remote Poller system; also a member of their Peoplesoft review team.



**Programmer Analyst, UCLA School of Medicine, Office of the Dean**

**1988 - 1995**

Role of internal consultant to various departments with responsibilities for all aspects of application development including interfacing with managers and end users, designing, coding, testing, debugging, implementing, training and maintaining of custom applications. Major tools used in application development include Visual Basic, MS Access, MS Mail (via MAPI), MS Word, MS Excel, Delrina WinFax Pro, Sybase and MS SQL.

**Education**

Bachelor of Science Degree in Mathematics/Computer Science with an emphasis in business from UCLA, College of Letters and Science.

**Other Information/Accomplishments**

- 1990 Received the PRIDE (peer recognition for individual dedication and excellence) from the Dean's Office of the UCLA School of Medicine
- 1991 Paper published on creating a School Wide Information Backbone  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2247588/>
- 1996 Under Castalia Technologies Inc., developed and sold: The Code Stylist/VB, cNote, and IP SocketTester  
<https://web.archive.org/web/19990208012029/http://www.castalia.com/>
- 1999 While acting as CTO for WorthGuide Corporation, helped raised 1.5 million dollars as a seed investment for the company  
<https://web.archive.org/web/20000620022548/http://www.worthguide.com/>
- 2000 Successfully shipped *WO Traffic v1.0*  
<http://www.wideorbit.com/wideorbit-products/wo-traffic/>
- 2013 Released *WO Network 2013*  
<http://www.wideorbit.com/wideorbit-products/wo-network/>
- Languages* Fluent in Pascal; have programmed in Access, C, C++, C#, Clarion, Dbase, Javascript (HTML/CSS), Paradox, PHP, Ruby and Visual Basic
- Databases* Fluent in MS SQL Server; working knowledge of Sybase, Oracle, Informix, Interbase, MySQL, Firebird and DB2; experience with MongoDB
- Technologies* Object Oriented Design/Programming, Client/Server and N-Tier development, Web Development (MeteorJS), and Network Design.
- Tools* WebStorm, Visual Studio, Delphi, Git, Subversion, Jira, MS Project, Visio, Office