

Todd Carter

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Objective: Although flexible and well rounded, I am most interested in a professional, exciting and entrepreneurial work environment where I can utilize and further develop my problem solving, technical, human relations, software development, mentoring, people, information, technology and business management skills and fully engage my more than 15 years of global thought leadership in audio-visual coding, streaming, metadata, digital media management, content delivery and ISO/IEC JTC1/SC29/WG11 [MPEG-4](#) and [MPEG-7](#) technology, product and business integration.

Technical Skills: Information, Interaction, User Interface, Graphic, Web, and Usability Design, Meta Data Initiatives including, RDF, RSS, Dublin Core, XMP, MPEG-7, and IPTC, Mark Up Languages including, XML, HTML, DHTML SGML, and CSS, Media Coding including, MPEG-1, MPEG-2, MPEG-4, MPEG-7, Real Media, QuickTime, DivX, and Windows Media, Video Feature Extraction and Segmentation Tools, Distributed Computing Protocols including, HTTP, RTP/RTSP (Real Time Streaming Protocol). Groove, Gnutella Protocol, SOAP, XML RPC, Database and Indexing Servers including, Oracle, MsSQL, MySQL, PLS, and Verity, Interpreted Languages including, JavaScript, PHP, Python, Pearl, AppleScript and VB Script, Application Servers including, Cold Fusion, PHP, J2EE, JSP, Project and Program Management, Concurrent Development, Rapid Prototyping.

Work History:

02/02 - present (**Contract Positions**). **Consulting, Product Management, Business Development and Media Coding Solutions.**

- **[iVillage, Inc.](#) (Contract Position). Consulting and Product Management** Created MDR and design documents for 1,100 + node DVR-based [File Served Television Network](#) for [The Newborn Channel](#), an advertising supported national television network serving postpartum hospital patients and their families.
- Directed value added initiative to re introduce IM capabilities to iVillage community. Integrated extensible “[Jabber Powered](#)” IM technology into iVillage portal providing contextual presence management capabilities, personalized real time notification and member and community chat.
- **[Kino International](#), [Zilo Networks](#) [Urbanworld Group](#) (Contract Position). Media Coding Solutions Architect.** Responsible for all facets of audio-visual coding, streaming and progressive VOD, edge distribution and CDN, IPR and editorial metadata, and content management. Deliverables include several custom codec based encoding applications providing multiple size and bit rate output in MPEG-2, MPEG-4, Windows and Real Media and QuickTime formats.
- **[xbind, inc.](#) (Contract Position) Director of Business Development** xbindIP creates on-demand multimedia services by configuring and programming the three main attributes of any network based multimedia service: Connectivity, Bandwidth, and QoS. xbindIP relies on two main open interfaces the [DAI](#) (ISO/IEC 14496-6, MPEG-4 DMIF) and [BIB](#) (IEEE P1520). The DAI provides an open interface to build multimedia applications while the BIB provides an open interface to build multimedia networks.
- I was recruited by the CEO of this technology firm to develop business and application scenarios for [xbindIP](#), to identify, engage and assist Fortune 1000 companies to design and build on-demand multimedia services with xbind technology. The position required a in depth architectural knowledge of the business, systems, technology and product issues surrounding production, maintenance, distribution and management of digital content.
- **[TRIC Tools & Technology](#) (Contract Position). Strategic Business Development** role leading a Santa Fe, NM private equity firm with [intellectual property transaction](#) for device and method patent on behalf of TRIC Technology, LLC.

10/00 - 02/02 **4th Core, LLC (Chief Technology Officer). Infrastructure Solutions for Media Businesses.** Responsible for the overall service architecture of 4th Core's media hosting business. Provided leadership, management, guidance and expertise in categorizing and defining customer expectations at
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each level of this service architecture. Directed complete customer IT lifecycle including, deployments, managing servers and business applications, including provisioning, deploying, changing, scaling, securing, recovering, consolidating, auditing and reallocating.

- Outsourced 4th Core's Production Environment Engineering to SiteSmith. Established, in conjunction with SiteSmith, extended FCAPS IT framework covering design, implementation, staffing and organizational requirements for services such as, backup and restore, change control, security, performance and capacity management, systems management, application management, network management, disaster recovery and facilities management.
- Designed, developed, delivered and managed numerous integrated transactional media and content management solutions for clients such as, (<http://www.artandcommerce.com>, <http://www.globalstate.com>, <http://www.urbanworld.com>, <http://www.zilo.com>, <http://www.kino.com>, <http://www.footlight.com>). These end-to-end solutions were developed as N-tiered application and publishing server frameworks using Cold Fusion, JRUN and PHP on Wintel, Sun and Linux platforms. These systems were modular and scalable in the horizontal and vertical plane. Implementations isolated management, logic, content and style.
- Architected and deployed content delivery and caching services for Zilo's streaming and downloadable Windows Media, Real Media and QuickTime video media to **Zilo Networks** 15-million strong, broadband connected U.S. college audience. The implementation used **Emikolo's** innovative peer-to-peer **CDN technology** and replaced **Akamai's EdgeSuite** resulting in a substantial reduction of edge content distribution costs and content access latency.
- Lead numerous business development, integration initiatives and company partnership deals including vendors relations with Oracle, iPlanet, EMC, NetApp, Akamai, Emikolo Networks, Radiance, Pivia, Abovnet, SiteSmith, Sun, Avalon's Tree, Alliare, Jabber and others.

05/99 - 09/00 **Sony Entertainment Holdings for Urbanworld Group (Contract Position) Director of Internet Development** The MSC-I group was contracted to develop a customer facing film and video distribution Web site for <http://www.urbanworld.com>. Funded by Sony, Urbanworld is the second largest firm festival in the U.S. behind Sundance.

- Managed definition and implementation of Service Architecture for urbanworld.com. Worked collaboratively with Sony Entertainment Holdings, Urbanworld management, and numerous hardware, software and infrastructure service providers to ensure on time/ budget **development** and deployment of deliverables to delighted customer. Total time to market of less than 3 months and \$300,000 including, recruitment and assembly of geographically disbursed multidisciplinary development team.
- Managed the design and implementation of MySQL and Oracle environments supporting [urbanworld](http://www.urbanworld.com) user experience including, hierarchical **IMBD** like movie metadata taxonomy, user contributed ratings and reviews, usage based "top viewed" films and message boards.
- Negotiated contracts with: **ISP** vendor ([Abovnet](http://www.abovenet.com)), **CDN** vendor ([Akamai](http://www.akamai.com)), **Media Coding Services** vendor ([Loudeye](http://www.loudeye.com)), **Syndication** vendor ([I-syndicate](http://www.i-syndicate.com)), **Hardware** vendors (SUN/Cisco), and software vendors (Allaire, Oracle) and other.
- Deployed **3-tier hardware/ software architecture** running Apache, Cold Fusion and Oracle on Sun Enterprise Server platforms.

12/99 to 09/00 **MSC-I, Inc. Chief Technology Offer and Co-founder [A start up digital media ASP](http://www.startupdigitalmedia.com)**. This product was conceived and built by myself and three partners in less than six months. As a co-founding partner, I contributed to all aspects of business and web site development from drafting the business plan and investor presentations to installing and configuring servers and storage at our ISP.

- Managed definition and implementation of Service Architecture for [cddms.com](http://www.cddms.com). Worked collaboratively with partners and numerous hardware, software and infrastructure service providers to ensure on time/ budget **development** and **deployment** of deliverables. Total time to market of less than 6 months including, recruitment and assembly of internationally disbursed multidisciplinary development team.
- Managed the design and implementation of MySQL and Oracle environments and database scheme supporting [cddms](http://www.cddms.com)' unique "Buy Now, Listen Now" user experience including, user account creation and preference management, music and media metadata, user contributed ratings and reviews, usage based "top played" tracks and top selling CD's, etc.

- Managed the design and implementation of all digital asset management tools, play-list creation/ editing and management and sharing tools and various custom site management and reporting algorithms.
- Outsourced and managed the creation of **RioDirect™** a consumer application based on the **Media Device Manager (MDM) SDK** and the MDM API. The application allows a proprietary server process to communicate and interact with digital media players, such as Diamond's Rio family of products over HTTP. The product provides users with a seamless integration of internet-based play lists and USB connected digital media players.
- Designed and managed the development and implementation of distributed multi bit/ data rate media coding and transcoding services for .MP3 and AAC audio using Fraunhofer tool sets such as FastEnc and MP3Enc. Directed the creation of tools and utilities for integration of id3v1 and id3v2 music metadata via CDDB SDKs. Directed the encoding of several thousand CD titles in .MP3, WAV, and **MPEG-4 AAC** at variable bit rates for high/low quality streaming play out, download and WAP (wireless) access.
- Directed the design and implementation of wireless initiative, including tools to adapt content delivery to the capabilities of different using WML. Created a variety of data structures and tools to enable mobile terminals to connect, authorize, access and activate play lists. Implemented caller ID, call back and direct to telephone play out functions to provide any place access to stored music.

01/95 - 9/99 **busybox.com, inc. Co-founder, Vice President and Chief Technology Officer,**
Reporting to the CEO. Responsible for technical direction, architecture and delivery of pioneering, innovative and practicable end-to-end digital media management and e-business solutions for some of the worlds largest media companies including, **Agence France Presse, Associated Presse, The National Basketball Association, Time Warner, Visual Communications Group, Corbis Corporation, Discovery Communications, Getty Communications, Inc.**

- Instrumental in the organization, development and promotion of busybox.com, inc. Participated in many aspects of company and capital formation. Help raised more that **\$15 million** - through capital markets, project financing, and project equity from partners - providing funding for operations and new business.
- Managed and mentored **\$1 million research and development budget** and a team of seven direct reports (Producers, Web techs, Engineers, Content Engineers, Web DB) working at the forefront of audio-visual information representation in areas such as media coding, content-based search and retrieval, electronic program guides, mobile multimedia, streaming video and real time communication.
- Created value for customer and company delivering new breakthrough products including, IQProcessor™, IQMan™, and IQMerchant™ a suite of Intelligent Image Processing and Management Services simplifying and reducing the cost of content acquisition, media and content management, hosting, e-commerce and content distribution.
- U.S. delegate to ISO/IEC JTC1/SC29/WG11(**MPEG**) standards body. Contributed to the successful definition of MPEG-4 version 1 and 2 including the **Delivery Multimedia Integration Framework**, (DMIF), Application Programmers Interface, referenced in the FPDAM1 of ISO/IEC 14496-6.

01/93 to 12/95 **PressLink, Inc. Product Development Manager, Reporting to the President.**
PressLink, a Knight-Ridder (KRI) company, is an on-line marketplace for the worldwide exchange of media products and services doing **24 x 7** business in more than **700 cities** in **70 countries** around the world. This highly regarded firm recruited me to support its hypergrowth business strategy with innovative new products and services.

- Introduced and authored **Virtually Integrated Technical Architecture Lifecycle Guidelines (VITAL) product lifecycle planning and management** methodology governing the extension of a \$6 million and growing international media business.
- Analyzed, discovered and documented key strategic and tactical opportunities for service differentiation and added value. I prepared and presented new business pitches securing \$750,000 of project financing for new product development from Knight-Ridder Corporate.
- Designed, developed and delivered state-of-the-art software solutions enabling quantitative and qualitative growth of the business while simultaneously slashing service delivery costs by more than 90%.

- Responsible for technical direction, architecture and delivery of [PressLink Explorer™](#) the first open architecture mixed media search and retrieval system for publishing workgroups. Drove **product lifecycle model** including the **Analysis and Estimates, Alpha and Beta Test, Design Review, MRD, Product Schedule, Milestone, PRD, PSP and Training Material** development
- I built PressLink's development team successfully recruited the key Engineering Management position from Apple's Advanced Technology Group.
- Identified, qualified and forged **business alliances** with key strategic partners including **Apple Computer** (AppleLink, eWorld, AOCE, AppleScript, Open Doc), **General Electric Information Services** (GEIS MK3000), **Adobe Systems** (Photoshop, Illustrator and Acrobat), **Aldus, PLS** and others.
- I managed the development of PressLink's pioneering event-driven *AutoPosting™* image processing service. This service allowed PressLink to disrupt competitive wire service product offerings, even in the most competitive deadline-driven categories such as, spot news and sports. The service also allowed PressLink to capture more than 40 new information provider partners by offering streamlined operations and reduced handling costs.

1990 - 1993 **AXS Product Marketing Manager**, for the companies breakthrough desktop image management products including, News **PhotoAccess™, OnlineReader™, PhotoProcessor™**, Reporting to the President. AXS pioneered the desktop image database product category.

- Spotted key trends within emerging **DTP** industry to help reposition start up company engineering, marketing and sales resources on early adopters within publishing and media markets. Responsible for new business proposals and development, scoping and response of new **RFPs**. Liaison to both key and corporate account customers and engineering management to refine product feature set and performance characteristics.
- I helped AXS marshal the skills, expertise, knowledge and experience it needed achieve competitive excellence and stewarded their product set through three successful evolutions covering desktop to client/server, and ultimately distributed processing architectures. The culmination of this process was the commercial release of ImageWare™, a highly efficient and flexible end-to-end application software solution for the managed exchange of electronic and images. ImageWare's low TCO led to rapid adoption by key customers including, **Agence France Presse, Reuters, Sports Illustrated, Knight-Ridder Newspapers, Gannet Co, Inc., Nikon Electronic Imaging, General Electric Information Services** (GEIS) and **PressLink**.
- I co authored breakthrough [AXS File Concatenation Protocol](#) (AFCP) enabling the persistent binding of **IPTC** metadata to digital image files. This format made searching networked systems for archived image content as easy as searching locally for text-only files. ACFP set the ground work for subsequent metadata initiatives within the publishing and media industry including those of Adobe Systems for use within industry leading Adobe Photoshop.

Special Projects:

- Managed design, development and implementation of [VOD Gnutella Client Software](#). The application anticipates the technical feasibility of what John Hendricks, the chairman and CEO of Discovery Communications, calls "**File Served Television.**" A **modular** peer-to-peer architecture supports user loadable Tools and Components for a variety of features including, video asset management, audio visual coding and file sharing. Key technologies used include, Gnutella Protocol, DivX MPEG-4, AAC and .MP3 Audio, MPEG-7 schema, MPEG-7 descriptions and XML, Windows Media SDK and Visual C++.
- [RioDirect™](#) a consumer application based on the [Media Device Manager \(MDM\) SDK](#) and the MDM API. The application allows a server process to communicate and interact with digital media players, such as Diamond's Rio family of products over HTTP. The product provides users with a seamless integration of internet-based music collections and USB connected digital media players.
- Designed, developed and delivered Java-based Instant Messaging and Presence Management Solutions including a **Jabber WebClient** providing cross-platform IM capabilities enabling users participate in IM communities using their web browser and without installing client-side software.

Organizations:

Member of ISO/IEC JTC1/SC29/WG11 (MPEG) which develops international standards for audio-visual information representation.

Education:

01/85 to 06/85 **University Dijon, France**
09/83 to 12/84 **University of Massachusetts**
09/81 to 06/83 **University of Michigan**