

W. JIAU

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EDUCATION

Stanford University, Stanford, CA, Master of Science

National Taiwan University, Taipei, Taiwan, Bachelor of Science

EXPERIENCE

Co-Founder, 2002 - 2003

Buena Vista Networks, Belmont, California

- Developed concepts, wrote business plan, and built a product prototype for a Wi-Fi roaming and management software application. The software was designed with a Layer 3 approach and IPV6 protocol resided in Access Points. Long-term prospects were to provide securities, roaming and capacity management of WLAN.
- Responsible for all the product development activities, including venture capital presentation, product marketing, and pilot customers etc. Driving compromise between short/long business needs, time to market, supportability, and other key considerations to arrive at proper product scope.
- Commenced pre-sale process beta products to Cisco, Intel and Linksys. Secured commitments of beta customers, including D-Link.

Co-Founder and Product Marketing, 1998- 2001

Graphic Gems, San Mateo, California

- Designed, developed, and implemented Graphic Gems software architecture and business plan. Completed two rounds of company financing by International investors and venture capital firms. Graphic Gems is a leading ASP provider of rich contents; including 3D images hosting and delivery service. Providing business vision and quantitative analyses to product marketing.
- Partners with Company and partner managers across many functional areas and levels of management at local and global level to assure the successful implementation of product development and business initiatives.
- Developing strong relationships with business partners/customers, and a deep understanding of business processes. Gathers business intelligence on current and potential customers; market and technology trends; pricing forecasting; and competitive analysis, distilling valuable insights and recommending courses of action and prioritization of opportunities.
- Worked with sales and marketing team, attained strategic partners and corporate investors such as Intel, Panasonic. Successfully engaged customer accounts for company's version 1 product to Fortune 500 companies; including HP, Sony, Panasonic, and Yahoo Shopping.
- Partnering with the business and product delivery teams - analysis, development, test, user support, production support, training, and deployment teams, to ensure a high level of readiness for solutions implementation.
- Managed product launch, trade shows, and advertisement - developing and implementing product launch plans

Project Manager, 1997-1998

Ernst & Young LLP Company, Cupertino, California

- Communicate with clients and business management to design for internet applications which are applied in banking, tax filing, and strategic consulting businesses.
- Architect Knowledge Management database, responsible the database distribution and the integration to other third party software, including Vantive, Siebel .

Rational Software Corporation, Santa Clara, California

Responsible for leading the design and development of Test Manager, a tool which is targeted at QA Engineers and provides test planning, test design and test coverage capabilities. Other responsibilities include generation of feature specifications and design specification.

Team Lead, 1996 - 1997

Global Application Integration, Oracle Corporation, Redwood Shores, California

- Develop, enhance, maintain and support Oracle Financial Application, integrated Human Resource and Payroll modules into other Oracle financial applications. Assignments include analysis, design, programming, testing and user support.
- Programmed Payroll API library in PL/SQL store procedures for PC client and web user interface. Projects included integrating Resumix system to Oracle Human Resource system, migrating Oracle Application from character mode (UNIX environment) to GUI client server Window-NT environment, managing Corporate Payroll outsourcing project with Fidelity Institution, participating in company's acquisition projects.
- Develop and maintain HR user group on web site to meet employee's needs, such as benefits, job posting, and employee directory.

Consultant, 1994 - 1996

- Wells Fargo Bank, San Francisco, California
 - Telephone Banking: Performed application development and implementation activities for MVS and PC LAN applications. Applied statistics methodology to integrate Voice Response System(SAS).
 - OFS Systems: Integrate Wells Fargo and Norwest Bank's on-line customer database, and customer services to Siebel CRM(6.0) call center application. Responsible for interface design and integration with workflow engine. Hands-on coding in VB script and Siebel Tools.
- Marketing Information Services, Providian Bancorp, San Francisco, California
 - Developed and calibrated a credit card scoring model for risk management in using SAS. Responsibilities include developing project plans, leading team activities, providing technical guidance to team members, scope tasks, tracking and disposing action items.
 - Designed and implemented marketing promotions/campaigns database, response analysis, reporting system. Advanced SAS skills including writing macros, AF, SAS GRAPH, and various procedures.
 - Migrated the marketing applications from an IBM mainframe to a UNIX, Sybase client server environment.
- Survey, Market Research, Kaiser Permanente, Oakland, California
 - Wrote automated survey development system in SAS via NCS Opscan scanners. Designed and programmed statistical analyses to investigate patients and members satisfaction. Methodologies included experimental design, Chi-square test, ANOVA table, etc.
- McKesson Corp., San Francisco, California
 - Responsible for interfacing with Human Resources units and Information Technology Division, programming for ad hoc reports (using SAS, JCL, and TSO).
 - Projects included benefit analysis (health care, profit sharing), payroll computation, and compensation statistics(SAS)

Financial Analyst, 1993

ITT Residential Capital Corporation, San Francisco, California

Assisted in managing loan portfolios of FNMA, GNMA, and PRIVATE for fix or arm. Worked with underwriting and marketing department to developed loan products. Identified risk areas to corporate management.

- Developed a statistical regression model to forecast mortgage prepayment (Excel, SAS).
- Analyzed monthly business operations, priced servicing portfolios, projected market trends. Assisted in trading companies loan portfolios at secondary market.
- Designed and Created loan borrowers database, estimate delinquency rate(Access, SQL, Visual Basic).

Bank Auditor, 1992 - 1993

Corporate Audit Services, Bank of America, San Francisco, California

Planned & conducted audits of data processing operations, facilities, business units, and computer applications. Evaluated management and provided consulting in the areas of internal control, operations and data security. Project: Used Filemaker Pro to develop a new audit system

Patent

9,366,174 Displaying Distant Objects in a Displayed Scene

Activities:

- Member of MIT Stanford Venture Lab, an active participant and organizer VLAB conferences at Stanford Business School.
- Member of Asia American MultiBusiness Associate (AAMA) since 1998
- Gold Sponsor of Chinese Information & Networking Association (CINA)1999 - 2000
- Board Director of Taida Alumni Association (1997-1999)
- Interviewed by many US and Chinese presses. Special reports were published on Red Herring, Information Week, ZD Net, SINA.com, etc.

Personal Interests:

Avid down-hill skier (black diamond) and golfer (handicaps: 15). A mediocre pianist, and photographer.