

RESUME

Bill Claybrook

PERSONAL

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EDUCATION

M.S. Mathematics, Kansas State University

Ph.D. Computer Science, Southern Methodist University

INTERESTS

Cloud computing, virtualization, Linux, open source, competitive analysis.

PROFESSIONAL EXPERIENCE

President, New River Marketing Research (July 2009 - Present)

Write white papers that provide competitive analysis for various vendors, including Red Hat, and write articles that analyze markets in Linux, open source software, virtualization, and cloud computing. Provide consulting to customers in the aforementioned fields with a focus on virtualization technology and cloud computing.

Product Marketing/Competitive Analysis, Novell, Inc. (November 2004 – June 2009)

Wrote most of the competitive papers for Novell's Linux and virtualization groups and wrote competitive intelligence bulletins for new happenings in the market such as Oracle's acquisition of Sun, etc. Work with sales enablement to create webinars for competitive work as well as for programs such as UNIX to Linux migration. Have written marketing requirements documents for operating systems, virtualization, and high availability. Perform marketing research to assist product management in planning new products before the products are built.

Objective in almost every case was to provide sales folks with information to improve sales and generate revenue. Considered a very fast, thorough researcher and writer as well as have expertise in Linux, open source, management, and virtualization software technologies. Public competitive reports are available upon request.

As a product marketing manager focus on bringing various Linux-based Novell products to market. This includes working with partners such as HP and IBM. I wrote complete sets of marketing collateral (positioning paper, technical/business presentations, Q&A, flyers, data sheet, etc) for products such as SUSE Linux Enterprise Server for System z and virtualization-based products. My market areas of expertise in addition to Linux for System z include UNIX to Linux migration, virtualization software, software appliances, workloads for various markets, etc.

Resigned position at Novell in June 2009 to return to competitive analysis and marketing research.

President, New River Marketing Research (January 2004 – November 2004)

The focus at New River Marketing Research is on Linux, open source, the business value of open source, and commercial grid computing. Responsibilities include analyzing vendors' marketing strategies and helping them bring products to market. I work with almost all of the Linux and grid computing vendors including ISVs writing white papers, developing Cots, and carrying out primary research.

Research Director, Linux, Open Source Software, and Grid Computing, Aberdeen Group (November 1999 – January 2004)

Wrote competitive analysis-oriented white papers for IBM, Sun, and various other vendors. Focusing on Linux marketing strategy and technology (servers, cluster technology, desktop), open source software (development, licensing, business models), and UNIX marketing strategy. These responsibilities include consulting with systems vendors on Linux strategies and combined Linux/UNIX strategies, market trends, and market segment research, including sizing of market segments. In addition, my responsibilities include researching, analyzing, and reporting on the impact of Linux in the enterprise and the business of open source software.

Manager, Analyst Relations, Corporate Analyst Relations, Compaq Computer Corporation (October 1995 – November 1999)

Began working at Digital as the Senior Engineering Manager of the Core Server and Platform group in the New Media Solutions organization. The group consisted of 30 software engineers responsible for developing software for Digital's ITV (interactive television) server products, corporate server products, and application development products.

In June 1996 began working in the Corporate Analysts Relations organization and became the interface between industry analysts and Compaq marketing for several business segments.

Manager, Multimedia and File Server Department, EMC Corporation (September 1993 – October 1995)

Initial responsibilities were to act as an architect/manager in the file systems area for a new family of client/server hardware and software products. Managed a group responsible for integrating video-based applications such as Lotus Notes for Video, post production/broadcast (e.g., Avid, Data Translation, D/Vision), business information systems, and so on, with EMC's video server. Responsible for network integration with companies such as First Virtual Corporation (ATM).

Director of Technology/Chief Technologist, UNIX International (March 1993 – June 1993)

UNIX International (UI) is the marketing arm for the UNIX vendors who comprise its membership. As Director of Technology, I manage a group of project managers who organize work groups using UI members and produce sets of requirements that form the basis for the building blocks.

Director, Software Development Department, Boston Technology (now ComVerse) (June 1990 – October 1992)

In charge of the development of all applications/UNIX systems software, development tools, and customer tools for a distributed PC architecture. Responsible for managing over 50 software engineers, including seven managers. Responsible for selecting and evaluating new technology such as languages, configuration management tools, CASE tools, and DBMSs. Responsible for all maintenance and testing through integration of products developed by Department. Produced 3 major releases of Boston Technology applications/systems software using the software development process.

Director, Online Transaction Processing/DBMS Department, Stratus (September 1987 – June 1990)

In charge of the development of all VOS/UNIX-based, client/server transaction processing products worldwide. Consistently produced products on schedule. Served as an architect on Stratus' new OLTP system for UNIX.

Managed the relationship between Stratus and Sybase and Stratus and Oracle that included doing Oracle ports and improving the performance of both DBMSs.

Did the planning/strategizing for all transaction processing products. Represented Stratus on the POSIX Distributed Transaction Processing Working Group and on the UNIX International file system and transaction processing working groups.

Professor of Information Technology at Wang Institute (March 1985 – August 1987)

The charter of Wang Institute was to train software engineers who already had industry experience how to develop and manage the development of high quality software using software development processes and software tools.

Director of Software Development/Architect, EnMasse Computer Corporation (June 1983 – March 1985)

Responsible for managing all of the software development activities for the company. Our product was a transaction processing system with a set of communications capabilities for the System V environment. Architect for the company's distributed OLTP system.

Department Staff, MITRE Corporation (June 1981 – June 1983)

Systems Architecture Manager of a number of operating system and database security projects funded by the Air Force and Army. Developed formal program verification language as part of a program verification project. Author of many technical papers in database security, operating systems security, and program verification.

Member Technical Staff, Sperry Research Center (June 1980 – June 1981)

Responsibilities were to perform research in developing constructs that permitted database views for relational databases in the Pascal programming language.

Tenured Associate Professor, Department of Computer Science, Virginia Polytechnic Institute. Visiting Associate Professor, University of Connecticut (September 1972 – May 1980)

Taught undergraduate and graduate courses in operating systems, compiler construction, programming languages, data structures, algorithms, file management, and DBMS.

BOOKS

File Management Techniques, John Wiley, Inc. Publishers, March 1983.

Online Transaction Processing Systems, John Wiley & Sons, Publishers, February 1992.