



wvannhall@paladesigns.com  
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Goal-oriented self-starter with proven track record in introducing new technologies and opening new markets.

Over two decades' experience in data networking, electronic publishing, and online communities.

Skilled across entire product life-cycle, from market analysis through post-sales support.

Experienced across a wide range of business functions, having held senior positions in operations, engineering, sales, marketing, product management, systems development, and quality and process improvement organizations.

Comfortable managing small to large departments, multi-disciplinary or matrix-managed teams, and geographically dispersed groups.

Experienced in B2B, B2C, and B2G arenas.

Former small business owner and entrepreneur.

Previous start-up experience.

#### for additional information...

Please note this is only a summary résumé; however, the most current version of my CV, in an interactive format offering detailed documentation of my experience, employment history, and skillset, can be found at <http://paladesigns.com/resume>

# W. Vann Hall

## Work Experience

### Principal Consultant

May 1999 – present

*Pala Designs, San Francisco, CA*

Provide consultative, research, and development services to a variety of clients. Primary focus on business and market development, product management, and business process improvement, with a secondary concentration in content creation and distribution.

### Senior Technologist

September 2006 – present

*Access Softek, Berkeley, CA*

Responsible for a variety of market analysis, product design, development, marketing, technical writing, and QA functions for a custom software developer. Particular emphases on the financial services industry (both B2B and B2C), social networking and ecommerce, mobile apps, and game platform development.

### Owner/Publisher

January 2001 – May 2003

*Bold Type, Emeryville, CA*

Managed operations for weekly lifestyle and entertainment tabloid, with emphasis on market positioning, branding, strategic direction, and cost control. Increased print distribution by 20%, paid subscriptions by 10%, and online readership by 35%. Implemented custom CMS for online edition, doubling number of pages published per week while reducing man-hours required by 80%. [*Bold Type employed twelve, full- or part-time, with annual revenue approaching \$1 million.*]

### 'Shadow' Chief Technical Officer

January – December 2000

*Syndesis, Toronto, ON*

In support of transition to pre-IPO management team, served as 'shadow CTO' for major OSS vendor. Responsible for analysis of emerging technologies, review of planned and ongoing development, evaluation of prospective partners and merger/acquisition targets, creation of product and strategic roadmaps, and other duties typical of the office of CTO. [*Annual revenue was roughly \$30 million during period of contract, growing to exceed \$120 million in FY 2003.*]

### Technical Marketing Manager

*Objective Systems Integrators, Folsom, CA*

Pioneered the market unit concept at OSI, in which individuals with real-world network management experience were given responsibility for product definition, development, marketing, and consultative sales for a specific industry or market; eventually managed ten individual market units. Led OSI's IP/SNMP efforts; conceived, designed, and managed development of the virtualExec product suite, bringing carrier-grade, telephony-scale management to IP networks. Directly responsible for \$25 to \$30 million in new and add-on sales during time with company. [*OSI offered a wide range of element, network, and service management solutions based upon its NetExpert platform, with a typical initial system price of \$250,000 to \$1.5 million.*]

### Senior Technical Manager

*Sprint Data Services (formerly Telenet), Reston, VA*

Promoted through a series of increasingly responsible positions in Sprint Data's network operations and engineering divisions, including Manager, Customer Service and Technical Support; Manager, Quality and Process Improvement; and Senior Manager, Network Management Systems/Operational Support Systems Engineering.

## Skills

- Business Development
- Product and Market Development
- Business and Process Analysis
- “Out-of-the-Box” Thinking
- Team-Building and Leadership
- Sales and Marketing
- Software Development
- Written and Verbal Communication: Technical
- Written and Verbal Communication: Corporate
- Written and Verbal Communication: Casual/Journalistic
- Written and Verbal Communication: Editorial/Publishing
- Graphic Arts, Photography, and Videography

## Other Experience

### Volunteer

1996 – 2012

*Grupo de la Comida, San Francisco, CA*

Volunteer four to ten hours per week with Mission-based food distribution program. Maintain organization’s computer systems and website; write and defend grant proposals; automate resource-intensive activities; serve as acting director as needed; and collect and distribute donated produce. [*Grupo, founded in 1985, was the oldest program of its type serving the Mission. In 2011 it distributed over 300 tons of food, feeding 2,000 people a week at a cost of less than \$1.50 per client. As the result of funding cutbacks, Grupo ceased operations in July 2012, folding its client base into that of Food Runners.*]

### Founder/President

*Top Records, Washington, DC*

Responsible for day-to-day operations for independent record label. Handled A&R; vendor selection and management; production and manufacturing; distribution; and radio, press, and retail promotion. Built a suite of custom tools allowing unified management and correlation of disparate databases, including geospatial cross-referencing of radio, retail, venue, and consumer data. [*Top released a dozen recordings on audiophile vinyl, CD, and cassette.*]

### Correspondent

*Trouser Press and Musician, New York, NY*

Wrote feature and spotlight articles, columns, and album and live reviews for what at the time were the third- and fifth-largest-circulation music publications in the U.S.

## Publications (selected)

### “When Turbo Isn’t Enough: Making Low-Level System Calls”

### “Artificial Intelligence Techniques: A Natural Language Parser”

Chapters from *The Turbo Pascal Toolbook* (M&T/Dr. Dobb’s).  
(Also published in translation as *Das Turbo Pascal Toolbook*.)

### “Bob Dorough: Academic Hipster Mixes Math and Music”

*Music Educators Journal*

Winner, National Educational Press Association Award for Excellence in Educational Journalism.

## Education

### George Washington University, Washington, DC

*Graduate School of Arts and Sciences*

Coursework towards M.A., Telecommunications

[*Program consisted of equal parts technical, economic, and historical/regulatory studies, including graduate-level coursework in financial analysis, business development, project management, and U.S. telecom law. 3.8 GPA.*]

### University of Virginia, Charlottesville

*Graduate School of Arts and Sciences*

Coursework towards M.A., English. Vice-President, GSAS. Member, Honor Committee

### University of Virginia, Charlottesville

*College of Arts and Sciences*

B.A. w/Distinction, English. Echols Scholar

## References, Clippings

Available on request.