

## James A. Schuyler

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### PROFESSIONAL EXPERIENCE

#### RED 7 COMMUNICATIONS, INC.

- Current work: I have ongoing network, network security, eCommerce, backoffice workflow, gaming and web projects. Most projects integrate web services in a *Web 2.0* way. [<http://red7.com/>] Core projects are my own work on *pervasive gaming* [SMS, email, video, WAP, etc.]. The company has also created print-publishing backoffice software and processes for 13 years and I am a co-inventor on a number of patents. My professional strong points are software system design and development, general technology management, financial management, general business management and company growth. My technical/software base currently is on Linux, OSX, and (to a lesser extent) Windows, using Java, PHP, Perl, VB.NET], ODBC databases, online purchasing, knowledgebases, cooperative information management, *pervasive gaming*, and interactive web-applications. I am moderately experienced in network security and do a lot of this kind of work for clients – ‘cause when it’s needed, it’s needed right now. I founded a number of the companies described below, and started Red7 in 1986. I am a member of the Board of Directors of Digital Imagination, Inc., and of **The Dalai Lama Foundation**. I have served as an expert witness in the area of e-learning, intellectual property, trade secrets, patents, valuation and software. I have raised venture capital and bought and sold companies. I am involved in a number of cool “thinking and idea-sharing groups,” particular Bill Daul’s NextNow (with Doug Engelbart) and the Institute for the Future’s *Future Commons*. My name is pronounced “Sky-ler” and I answer to the name “Sky” when there are too many “Jims” in the room.

#### THE DALAI LAMA FOUNDATION

- 2003 to present: Member of the Board of Directors, and Chief Technology Officer of this non-profit whose mission is to **create sustained global capacity for peace and ethics thru a non-dogmatic ethic of compassion**. It’s a half-time volunteer position (where I define my own responsibilities), and involves world-wide online communication and travel. [<http://DalaiLamaFoundation.org/>]. We support a large number of online projects [see <http://projects.dlfound.org/>], and I conduct audio interviews that are posted on my blog [<http://sky.dlfound.org/>]. *The Missing Peace: Artists Consider the Dalai Lama* [<http://tmpp.org/>] is a large project with online and education support. Much of my time during 2007 was spent conceptualizing and realizing Project Happiness [<http://projecthappiness.com/>].

#### LEAPFROG ENTERPRISES, INC. [<http://leapfrog.com/>] 2000-2001

- March. 2000 to May, 2001: **Vice President , Internet Technology & Development**

#### KNOWLEDGEPLANET.COM, INC. [<http://knowledgeplanet.com/>] 1999-2000

- December. 1999 to March, 2000: **Vice President & Chief Learning Architect**, and **acting CIO** – this was a merger of KnowledgeSoft, Kobbix, MindQ and Knowledge Universe Interactive Studio

#### KNOWLEDGE UNIVERSE INTERACTIVE STUDIO, INC. 1997-1999

- April. 1998 to November, 1999: **Vice President - Distance Learning Solutions A** subsidiary of Knowledge Universe, Inc. (merged into KnowledgePlanet.com, Inc.)

#### RED 7 COMMUNICATIONS, INC. 1997

- May. 1997 to April, 1998: **Chairman of the Board & President** Internet electronic commerce - site construction. Built and operated the software for NonProfitAuction.com financed by Doug Carlston [of Brøderbund], Polaris, the Washington Post and other

investors.

#### **DELUXE CORPORATION (T/MAKER COMPANY) 1994-1997**

- Jan. 1996 to Apr., 1997: **Managing Director**, Electronic Direct (Client Software Development); Facility Manager (Redwood City); Head, Internet Services Group, Deluxe Direct. (Deluxe Corporation bought T/Maker Company.) Royal Farros' idea behind this venture eventually became **iprint.com** [<http://iprint.com/>], and the technology was purchased by Taylor Corporation.
- Jun. 1994 to Jan. 1996: **Vice President & Chief Technology Officer**, T/Maker Company — Subsidiary of Deluxe Corporation. (Kiosk and consumer software development leading to Electronic Direct)

#### **INVENTURE, INC. 1986-1993**

(corporate name changed to Red7 Communications)

- Oct. 1986 to Mar. 1988, and Nov. 1988 to Jun. 1994: **Chairman of the Board & President**. Creators of Macintosh software products. "Corporate authors."

#### **INDIVIDUAL SOFTWARE, INC. [<http://individualsoftware.com>] 1988**

- Mar. 1988 to Oct. 1988: **Vice President & General Manager** Macintosh Division, and General Manager Products Division

#### **DESIGNWARE, INC.: 1980-1986**

- 1980-Sep. 1986: **Founder, Chairman of the Board and President**, DesignWare, Inc. Division of Peachtree Software from 84-85, subsidiary of Encyclopædia Britannica (85-86). Vice President, Britannica Learning Corporation.

#### **WICAT, INCORPORATED: 1977-1979**

- 1977-79: **Director of Systems**, WICAT, Inc.

#### **RESEARCH, DEVELOPMENT AND TEACHING POSITIONS: 1972-1977:**

- 1976-77: **Computer-Aided Instruction Coordinator**, Pacific Medical Center, Presbyterian Hospital, San Francisco, and **Assistant Professor of Health Sciences Education**, University of the Pacific School of Medical Sciences.
- 1973-75: **Assistant Professor**, Northwestern University, Evanston, Illinois. School of Education. Joint appointment in Computer Science approved 1975. Member of the Computing Center Committee.
- 1972-73: **Lecturer**: Northwestern University, Evanston, Illinois.

#### **EDUCATION**

- Ph.D.: Computer Science, Northwestern University, M.S.: Industrial Engineering & Management Sciences, B.A.: Mathematics.

#### **SELECTED WEB/INTERNET ACHIEVEMENTS, SOFTWARE, PUBLICATIONS**

- **ONLINE - WEB & INTERNET**: Red7 creates web-applications: one of these supports collaborative knowledgebases for small business and research workgroups; the other supports *Pervasive Gaming* involving cellphone SMS and voice, email, online video and real-time interactions that involve customers in learning or playing "games" that invade their real lives. I was responsible for building the team that supported the web site and internet technologies for LeapFrog's award-winning electronic learning toys in 2000 and 2001. I have a detailed understanding of software and hardware systems, ODBC, and workflow support on Linux and Solaris systems. All (24x7) operations were handled in-house. More than most technology people, I tend to focus on how these systems fit and shape the workflow within the organization, which I think is unusual for someone who understands the technologies.
- **eCOMMERCE**: **KU sites** *Leapfrogtoys*, *KUIS.com*, *Knowledgeu.com*, *knowledgebeginnings.com*, *mindq.com*, *teacheruniverse.com*, *teckchek.com* and others; **NonProfitAuction.com** (Brøderbund, Washington Post, Polaris Ventures investors) (online auctions); **Deluxe Corporation** *Current* website (ordering, custom checks), *Deluxe Business Forms* website (included order tracking), *eDirect*, *Printovation* and other sites; **LeapFrog's** online store carried its entire product catalog (~60 items), and all backoffice systems were entirely automated.

- SOFTWARE PRODUCTS/LINES: **Electronic Direct** kiosk software. **World's Easiest** consumer software. **INDIVIDUAL Training for PageMaker, Training for Word, Training for Excel, Flash & Match FLASHCARDS, Typing Instructor Encore, Professor MAC** for the Macintosh. **ResumeMaker** (Mac only), **What Are You Doing Today, CHARLIE BROWN?™, Learn to Use MAC** (INDIVIDUAL Software), **SigmaPlot** (Mac conversion, Jandel Corp.). DesignWare's best-selling and award-winning programs include **Facemaker** [Spinnaker Software], **Story Machine** [Spinnaker], **Crypto Cube, Spellicopter, States & Traits, Mission:Algebra, Remember!** and nine others. Books: **Discovering BASIC** and **BASIC and Data Processing** (with M. Weinstein), **Computer Discovery** (with Czechowicz, Ittelson & Booth), Science Research Associates (SRA), Chicago. **Courseware Design System** (also known as CDS), WICAT Incorporated, for Texas Instruments and Digital Equipment Corp., instructional authoring system. **MultiTutor**, Computer Aided Instruction software system, Northwestern University and Control Data Corporation

### SPECIAL EXPERIENCE

**LeapFrog.com:** Internet infrastructure to support learning toys – ATG Dynamo-supported site with Oracle db, multiple layers of redundant servers in 24x7 operation – recruited most of the team, and did technology planning, development and deployment for this mission-critical site. Worked for Jim Marggraff and with Matt Brown to grow the team from 5 to 35. (Note these are very unique Internet-supported toys, *not* online or web education.) 2000-2001. *Successful IPO July, 2002.*

**Knowledge Universe Interactive Studio:** Responsible for a confidential project developing core technologies for Learning Objects Server and for online learning that adapts to individual learning differences. Built web-team and web capabilities for numerous KU companies. KUIS merged into KnowledgePlanet.com in December, 1999.

**Deluxe Corporation** During reorganization of T/Maker's parent company (Deluxe Corporation), moved up from position with T/Maker to take charge of client software development in Redwood City, became facility manager, and started Internet Services Group for Deluxe Direct (\$700m division of Deluxe Corp.). Was part of I/T executive team (about 16 individuals) reporting to Chief Information Officer during reorganization. Instrumental in forming and guiding a team to create Internet policies for the corporation. Transitioned employees from T/Maker to Deluxe.

**T/Maker Company:** Joined as Chief Technology Officer after architecting and building "client" software for their Electronic Direct kiosk and World's Easiest consumer software lines.

**InVenture, Inc.:** A Macintosh and PC-compatible developer, creating titles for software publishers.

**Individual Software, Inc. [a publisher of training software]:** Built and operated Macintosh product division.

**DesignWare, Inc. [which also operated EduWare Services, Inc. and acquired Blue Chip Software, Inc.]:** Founded **DesignWare, Inc.** (DW) an "integrated" educational software developer and publisher of national repute, and served as chief executive officer from its founding through September, 1986, including sale of the company to **Management Science America, Inc.** and then divestiture to **Encyclopædia Britannica, Inc.** Venture capital investment in this company was more than \$1.5 million. Purchased assets of **Blue Chip Software** in December, 1985.

**WICAT Incorporated:** Started as very early **WICAT** employee in 1978. Was with the non-profit institute [before WICAT Systems, Inc. was formed]. Supported by several research grants and contracts based on earlier authoring-systems research.

**Northwestern University and University of the Pacific:** Built and taught a curriculum of Computer-Based Education (CBE) courses, and was principal or co-principal investigator on several funded R&D projects. Worked with professors and

researchers in a number of departments on both projects and courses. Brought in significant research funds and projects. At Pacific Medical Center, San Francisco, built computer-based education for respiratory therapy and other allied-health curricula under DHEW grant to the University of the Pacific. The **Courseware Design System** was a universal-translator capable of importing and exporting computer-based-training materials in a number of common programming languages (Tutor IV, CourseWriter III, BASIC, Pilot) and then translating and using those languages in a real-time online operating environment on PDP-11 (and later VAX) computers. The system had its own HTML-like language which could be used to represent the *canonical form* of a computer-to-human interaction. This system incorporated concepts such as virtual memory, quick context swapping, persistent sessions, rule-based translation, caches, before they were in common use in online educational systems. This work was sponsored at various times by the General Electric Foundation, the National Library of Medicine, and the US Department of Health, Education and Welfare.

#### **SPECIAL INTERESTS and ABILITIES:**

- A CEO, CTO, entrepreneur, general manager of internet service companies and software product companies or business groups.
- Interests: Building management teams to take companies or product groups from the initial product idea or prototype stage through first or second year after product introduction.
- Talent and interests in the creation and marketing of “communications-oriented” software and related technologies such as consumer or educational software, games, and internetworking.
- Managing transitions (acquisition, merger, restructuring) within the software industry.
- Consumer product background in web sites/activities and software.
- Experience in technical management adds credibility in science or technology companies. Ph.D. in Computer Science with other science, medical, systems and engineering background.
- Patent information available upon request (Computer Humor Systems, Deluxe Corporation, LeapFrog).

#### **REFERENCES: (phone numbers and e-mail addresses available upon request)**

- Jim Marggraff, CEO, LiveScribe.
- Joe Miller, LindenLab [SecondLife], formerly of Sega of America, founder of Knowledge Universe Interactive Studio, and President of KnowledgePlanet.com until 2001.
- Royal Farros, Founder iPrint.com (former Chairman, **T/Maker Company**);
- Peter Rosenthal, investor and consultant;
- Clark Quinn, PhD, worked for me in two different ventures and works with me on projects today; he’s an independent consultant;
- Darlene Markovich, founder *The Missing Peace: Artists Consider the Dalai Lama*
- Doug Glen, CEO of Lion Digital, formerly of Lucas Arts Entertainment, Sega of America, and Mattel, Inc.
- Heidi Roizen, Managing Director, Softbank Venture Capital (founder and former CEO, T/Maker & former VP, Apple Computer).
- Bill Goodhew, former president Intelligent Systems, Norcross GA (and former President of Peachtree Software)
- Investors Pat McGovern (founder of IDG) and Lore Harp, Jack Gill, Kip Myers [Vanguard Associates, Palo Alto, California] (venture capital) lead investors in DesignWare, Inc.