



ON TARGET
software

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<http://www.targetsoft.com>

TECHNICAL SKILLS

- Twenty years commercial software development
- System architecture and database design
- User interface design, specification, and implementation
- C#, C++, Javascript and DHTML, some Java
- Silverlight / Windows .NET / ASP.NET / Classic ASP / COM
- SQL Server, MySql, Business Objects (Crystal Reports)
- Instant Messaging Robots (IMBots): Skype, AIM, MSN, Trillian.
- Scheduling, human resources, video imaging, advertising sales management, real-time control, graphics, databases, compilers, operating systems
- Prior experience in Macintosh and Unix

EXPERIENCE

2008-present Coler & Colantonio

Geospatial Software

Manager of Software Development: Pipeline management and municipal software. Desktop and web-based applications.

2003-2007 On Target Software

Software Consulting

Consultant: [FeedBlitz](#). A subscription E-mail Blog/RSS Service with an overall circulation of 4.3 million, sending as many as 1.6 million subscriber emails per day. Windows C++ and C#.

Changed the subscription fulfillment engine from a single-threaded server to a load-balanced multi-server engine with automatic recovery of failed processes. Without this change, FeedBlitz could not have handled its enormous growth.

Wrote instant messaging server (a.k.a. IM bots) to allow users to modify their subscriptions to *FeedBlitz* via Skype, AIM, MSN and Yahoo. Wrote timezone calculation engine based on Windows registry information. Wrote XML-based automated blackbox testing of the *FeedBlitz* API.

Consultant: [Business Analytics](#). Time and Attendance Solution. Designed and integrated user-customized reporting through a remote Crystal Reports Application Server. Developed web services to provide an Excel interface. Developed flexible database interface using C# delegates. Wrote specifications for much of the Business Analytics product. Windows .Net / C#.

1999-2002 ODAC Division of Encoda Systems

Advertising E-Commerce

Co-Founder and CTO: Designed user interface and led development of ODAC's e-commerce server. Initially written with an MFC/ C++ client and an IIS server coupled to SQL Server 7.0, the product was subsequently rewritten as a Java client with a WebLogic server communicating with an Oracle database.

ODAC became one of the very few success stories of the internet bubble with its acquisition by the leading manufacturer of TV station advertising systems. The acquisition occurred amid the failure of virtually all the competing internet companies in the same position as ODAC, many with better financing. Our success was due in large measure to a superior user interface and product vision.

Personally hired and managed a team of twelve engineers including programming and SQA. Worked closely with sales team during investor presentations and due diligence. Key contributor to corporate strategy and vision. Responsible for product strategy and design.

- 1995-1999 On Target Software Software Consulting**
- Consultant: *Simplex Time Recorder Company*. Built front-end for timesheet management and editing and consulted on inter-process and inter-object communications. Environment was C++ / Windows.
- Consultant: *PictureTel Corporation*. Built multi-threaded COM infrastructure for the internals of the next-generation group video conferencing system. Environment was Windows CE. Helped train PictureTel developers in object-oriented design and COM programming.
- Consultant: *On Target Mapping*. Developed C++ program to perform polygon transformations for use with geographic information systems. On Target Mapping bore no relation to On Target Software.
- Consultant: *Kronos Corporation*. Designed C++ prototype. Expanded prototype into user-interface for Kronos' flagship time-editing software. Used C++/MFC and off-the-shelf interface components to knit legacy software into modern graphical interface. Product ultimately translated and shipped in several languages.
- 1991-1995 Adaptiv Software Corporation Workforce Scheduling**
- Co-Founder and VP Software: Designed and developed a popular labor scheduling application. This product has been featured on the cover of *PC Week*, as well as in *Fortune*, *Business Week*, and *PC Magazine*, and was premier application at the Demo '94 trade show. 20,000 copies sold. Winner of both the 1996 AEA Innovation Award and the Microsoft Award for Labor Scheduling. Available in CompUSA, Egghead, Office Max, MicroCenter and many other outlets.
- Working alone, wrote the original 130,000-line Macintosh version, using C++ / MacApp, then hired and led the team that ported the software to DOS and Windows, taking it through three commercial releases.
- 1988-1991 Micro Alliance, Inc. Software Consulting**
- Consultant: *Circuit Research, Inc.* In consultation with Bruce Tognazzini of Apple's Human Interface Group (author of *Tog on Interface*), wrote specification for a Macintosh-based home automation system.
- Consultant: *Digital Vision, Inc.* Wrote ComputerEyes/Pro color video digitizer; user application and low-level driver. Strong reviews in MacUser and MacWorld; over 3000 copies sold.
- Implemented algorithm in 68000 assembler for choosing the 'best' colors in a limited palette to represent a 24-bit color image. Over ten times faster, with better quality, than competitors. See the *Computer Language* article referenced below.
- Consultant: *Camex, Inc.* Rotation of graphic objects in a commercial page-layout product.
- Consultant: *Nemonix, Inc.* Developed a CDEV (Macintosh control panel) to trap bus interrupts and detect the presence of 68020/68881 FPU for controlling an accelerator board.
- Consultant: *Poverman, Inc.* Developed inventory application for this small cardboard box wholesaler.
- Consultant: *Software Conversion International, Inc.* Wrote analyses of potential investments for this venture capital company.
- 1987-1989 Osteo-Technology, Inc. Medical Instruments**
- Software Manager: Exceeded tight schedule for a PC-based medical instrument. Developed high-speed graphic algorithm for waveform display. Designed unique user-interface requiring a minimum of training. Developed powerful method for software revision control, adhering to FDA guidelines. Written in Microsoft C and Assembler.
- 1983-1987 Decision Software Company Factory Automation**
- Lead Engineer: Led 4-person team through development and release of an IBM-PC graphic workstation. Led 3-person team through development of a compiler and linker for the Allen-Bradley PLC-3 industrial controller. Designed language, recursive macro handler, parser, error-recovery scheme, and linker. Written in C under MS-DOS and Unix.
- Programmer: Wrote graphic editor for ladder language. Wrote parser for PLC-2 controller, including modifications to YACC.

1981-1982 **ATEX, Inc.** **Publishing Systems**
Marketing Associate. Coordinated design and development of a teletype emulation package and spelling checker. Designed keyboard layouts. Analyzed system installation costs.

1977-1979 **Hewlett-Packard** **Computers and Instrumentation**
Systems Programmer. Modified IBM mainframe operating system (MVS) and spooling subsystem (JES2) to support corporate needs. Developed data security programs. Studied MVS internals.

EDUCATION

1981 **M.I.T. Sloan School of Management** **M.Sc. Management**
Concentration in Planning and Accounting. Coursework in organizational behavior and R&D management. Thesis on contract programming industry.

1977 **Princeton University** **B.S.E. Electrical Engineering and Computer Science**
Coursework in compilers, digital logic, and communications. Thesis on computer comprehension of natural language.

PATENTS, AWARDS and PUBLICATIONS

Aug 1998 **Dr. Dobbs Journal**
C++ Notifiers. Shows how to connect objects with messages instead of pointers. A powerful technique for reducing the complexity of interactive applications.

Jun 1998 **C/C++ Users Journal**
Testing Error Handlers by Simulating Errors. This article describes a technique for testing the error- and exception-handlers that typically comprise up to 20% of most commercial software.

Aug 1997 **Patent on Resource Scheduling Method**
Patent 5,659,768 issued on time representation of tasks, filed on behalf of Adaptive Software Corporation.

May 1996 **American Electronic Association Innovation Award for Software**
Jun 1996 **Microsoft Retail Application Developer's Award for Labor Scheduling**
Led the development of PeopleScheduler from 1991 to 1995, the software that won these awards.

Aug 1990 **Computer Language**
A Few Good Colors. This cover story described how to rapidly calculate an 8-bit palette to best show the colors in a 24-bit image. Reprinted in December 1994 issue of *Game Developer* magazine.

PERSONAL

Married. Enjoy writing, sailing, rowing, woodworking, and good friends.