

## James A. Schuyler

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### **PROFESSIONAL EXPERIENCE** [as of August, 2020]

*My name, which is of old Dutch origin, is pronounced “Sky-ler” and I also answer to the nickname “Sky.”*

*I have been the founder or a core founder of over a dozen companies or ventures.*

### **SKYHI DIGITAL, INC.**

- Composition and computer science in digital media including music and sound design for film and video. Showrunner for concerts, organizing works and performances by myself and other emerging composers. (3 concerts; 1 film festival; 2018, 2019 [WritingMusic.org](http://WritingMusic.org) )
- Scored indie films: *Indulgence* (Leo Maselli, 2019); *The Third Harmony* (2020)
- Scored four shorts or trailers.
- Extended-play soundtrack album for *The Third Harmony* is in production.
- Several additional films are in production.

### **SAN FRANCISCO CONSERVATORY OF MUSIC—Professional Studies Diploma**

- I completed the post-grad (“post-doctoral” in my case) Technology & Applied Composition [TAC] program at SFCM in 2016. This is a non-degree professional study program. ([sfc.edu/tac](http://sfc.edu/tac)) My recent compositional work is online at [skyhi.digital](http://skyhi.digital). I am applying my extensive experience in computer science to the composition and production of music—primarily melodic and instrumental—for keyboards and small ensembles.

### **RED 7 COMMUNICATIONS, INC.**

- Previous commercial work: My professional work has been applied *computer science* in the areas of leveraged/dynamic multi-layered web/database/business-rules development, backoffice systems (including those used in online learning), and security. This has been done working with up to a half dozen other people, depending upon project and workload. We worked virtually using video, chat and shared filesystems. I did a lot of *social media* system support for clients. Some projects were based on my work on *pervasive gaming* [SMS, email, video, etc.]. The company also created backoffice software and processes for, and I am a co-inventor on a number of patents in systems for custom digital printing. My professional strengths are software system design and development, online learning (including presentation, interaction, data, and interfaces to non-learning systems), general technology management, financial management, general business management and company growth. My technical/software base eventually focused on Linux-based servers, using PHP, ODBC databases, learning management systems, online stores, knowledgebases, cooperative information management, *pervasive gaming*, data visualization, network performance, security, and interactive web-applications. 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.

[www.cyberspark.net](http://www.cyberspark.net) (founded 2007, renamed and relaunched 2010, ongoing)

- Current: *Early alerting for human rights and free speech web sites*. This service of Red7 monitors the health of websites of organizations and individuals who promote and defend

free speech and human rights online. The monitoring is designed to spot compromised services and injected malware, and alert those who can take action to defend targets. Logging and visualization of data has been used to illustrate trends in attack surfaces over time.

**TRAVELING GEEKS** and **WE BLOG THE WORLD** 2009—2014

- I was the informal CTO (the “geeks’ geek!”) of this organization founded by Renee Blodgett and Jeff Saperstein that took small groups of prominent geek bloggers to hot-spots of tech development to investigate and write/blog/show what they discovered. Renee’s [WeBlogTheWorld](#) is a luxury travel blog that syndicates dozens of other travel blogs in a highly-sophisticated network of feeds and filters.

**THE DALAI LAMA FOUNDATION** 2003-2010 and 2013-2015

- A member of the Board of Directors of this NGO, whose mission is to create sustained global capacity for peace and ethics thru a non-dogmatic ethic of compassion. I served as half-time pro-bono CTO from 2003 to 2010. This was an unpaid “staff” position to which I committed one half of my time during the entire period. The position involved world-wide online communication and travel, which I self-funded. I also directed and edited the Foundation’s Learning Zone. I supported a large number of online projects while I was CTO, and conducted audio interviews that are posted on my blog [[blog.red7.com](#)], and video interviews on Many Paths to Peace. The Missing Peace: Artists Consider the Dalai Lama was a large project associated with The Foundation. Much of my time during 2007 was focused on realizing online technology for Project Happiness [[projecthappiness.com](#)]. I was a member of the Board of Directors of the Foundation until 2009, and was elected to the board again in 2013.

**LEAPFROG ENTERPRISES, INC.** [<http://leapfrog.com/>] 2000-2001 (Knowledge Universe)

- **Vice President Internet Technology & Development** — Working for Jim Marggraff, we developed a staff of 45 to build and run LeapFrog’s online web and electronic-learning-devices-support operations.

**KNOWLEDGEPLANET.COM, INC.** [<http://knowledgeplanet.com/>] 1999-2000 (Knowledge Universe)

- **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 (Knowledge Universe)

- **Vice President, Distance Learning Solutions** A subsidiary of Knowledge Universe, Inc. (merged into KnowledgePlanet.com, Inc.)

**RED 7 COMMUNICATIONS, INC.** 1997—(various years), renamed skyHi Digital in 2018

- **Chairman of the Board & President** Internet electronic commerce - site construction. Among other things, built and operated the software for NonProfitAuction.com financed by Doug Carlston [of Brøderbund], Polaris (Steve Arnold), the Washington Post and other investors. Charlie Brown calendar and other Mac titles for Individual Software. Prominent clients included Summit Learning, Athleta, Gap, Inc., Numi Tea.

**DELUXE CORPORATION (also 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. The ED 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) Royal Farros and Heidi Roizen were founders.

**INVENTURE, INC.** (founded 1986; renamed Red7 Communications in 1993)

- **Chairman of the Board & President.** Creators of Macintosh software products. “Corporate authors.”

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

- **Vice President & General Manager** Macintosh Division, and General Manager Products Division

**DESIGNWARE, INC.** 1980-1986

- **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. <http://red7.com/designware>

**WICAT, INCORPORATED:** 1977-1979

- **Director of Systems**, WICAT, Inc. — built a San Francisco office and distributed development team.

**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 [1973], **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; another supports *Pervasive Gaming* AKA *Mixed-Reality* Games, involving cellphone SMS and voice, email, online video and real-time interactions that involve customers in learning or playing “games” that spill into their real lives. Working for Jim Marggraff, I was responsible for hiring 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 many other systems. All (24/7) operations of LeapFrog 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/and then leapfrog.com, 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 (Java) 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. *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: (available upon request)**