

JEFFREY COOPER

| 102 Carbonera Dr. | Santa Cruz, CA 95060 | 469-951-2740 | jeff@runningthoughts.tech | <https://runningthoughts.tech/>

PRODUCT AND BUSINESS DEVELOPMENT

Creative thinker with diverse background anchored in technology. Detail-focused and experienced at generating new ideas, partnerships and bringing diverse companies together to solve a broad range of problems. Skilled at developing product concepts, managing product application features with developers, and carrying them through to launch. Present concepts in clear and realistic ways through visual methods, including animations and interactive simulations to communicate with executives. Project management and technical background combined with extensive personal use of devices and sensors drives a first-person point-of-view in concept development.

SKILLS PROFILE

- Wearables, Health and Fitness Technologies
- IoT, Smart Home, Mobile Applications
- Business Development, Ecosystem and Partnership Management for B2B, B2C
- Innovative, immersive and versatile approaches to product development
- Broad technical experience – 7 years Software Project Management, 8 years Software Coding and 5 years Hardware Design
- Visualization skills illustrated through creation of web-based simulations which illustrate dynamic interactions between people, wearables and their environment
- Public speaking with detailed visual presentations

EMPLOYMENT HISTORY

Self-Employed, Bay Area

Mar 2020- present

Technology and Product Adviser

- Created concept and developer customer-facing website simulators that allow prospective clients to try out a company's solutions online, for use in improving sales for PortNexus Mobile Technologies.
- Promote unique ideas that integrate consumer products into an IoT framework. Created multiple simulators in SVG and JavaScript to demonstrate sensor fusion with beacons and other locational technologies that interact with phones and smart watches, for use in many industries. (<http://runningthoughts.tech/interactive/connected-gym/connected-gym.html>, <https://runningthoughts.tech/interactive/universal-club-application/universal.html>)

Samsung, San Jose, CA

Apr 2013-Mar 2020

Senior Business Development Manager

- Focused on health and fitness for consumer wearables and IoT. Developed longer term gym-based, immersive fitness concept, including finding partner facilities and suitable partners for concept development. The concept integrates wearables with indoor location and backend systems to offer a seamless member experience. It also generates membership data to give insights to clubs to improve ARPU and reduce attrition. Championed internally to gain momentum and support, and partnered with Fitness SF and Pear Sports to begin implementation, which is ongoing.
- Built a large network in the Fitness Industry to incorporate passion for IoT. Wide partner network provides a foundation for ideation and vetting of models, and led to demand as a frequent speaker at fitness conferences, including IHRS, IHRSA European Congress, Club Industry CEO and Motionsoft Technology Summit Keynotes. Member of IHRSA Technology Advisory Board, the main US fitness industry association.
- Developed and supported a large network of key partnerships, including Strava, Bloomberg, ADT and HID, to align with Key Selling Points (KSP) for success of Galaxy Watches. Built out internal network in the US Market and Korea to ensure each successive product release had the proper partner support.
- Established relationships with TripCase, Marriott and App In The Air to create wearable use cases and applications. Partnered with Expedia to develop a special version of Expedia application with custom content and revenue sharing.
- Collaborated with multiple healthcare partners to incorporate wearables into post-discharge patient compliance, wellness, and aging-in-place scenarios involving Smart Home components and body sensors as an adjunct to wearables.
- Coordinated with multiple groups within Samsung to pull together Smart Home and IoT panel discussion for the annual Samsung Developer Conference (<https://www.youtube.com/watch?v=t6dW1oayXo>). Recruited potential partners for these groups. Initiated and led a panel discussion from a broad set of speakers, within and outside the tech industry, to discuss Smart Home of the future. Presented a vision of a contextual house, using sensors and voice to integrate seamlessly into home and life.

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Nokia, Irving, TX

Apr 1997- Mar 2013

Senior Business Development Manager

Jan 2005- Mar 2013

- Applied innovative ideas to design a suite of imaging apps using Nokia's imaging capabilities (ShutterPro, VideoPro). These apps partially reinvented the category, leading to a Nokia sponsorship of Cinequest Film Festival and key speaking slot. Led a panel, including CEOs from Ultimatte and Livecast to address mobility and filmmaking. This experience led to connections with filmmakers and other potential content developers.
- Actively engaged application developers from small, innovative apps to large ones such as Salesforce, Pizza Hut, and AMC Theatres. Scoped, tracked and beta tested apps from contract to concept, creating co-marketing plans with partner companies in preparation for launch.
- Extensive B2B experience with mobile devices and carriers.

Group Manager, Symbian OS & Project Manager Data Protocols

Apr 1997- Dec 2004

- Managed software projects and activities in Symbian OS for speech and audio. In data protocol development, oversaw all projects as a first- and then second-level project manager to develop real-time data software for US TDMA handset.
- Extensive cross-site development in US and Finland while managing budget and a staff of 50 people.
- Software project manager, key influencer during development stages of Nokia's Series 40 platform.

AREAS OF EXPERTISE & EXPERIENCE

Innovation

- Solve problems by bringing a variety of partners together to co-develop and integrate their respective technologies. Resulting ecosystem of my company's products and partner inputs delivers a complete solution.
- Perform duties in innovative, sometimes non-standard ways. Skilled at looking for ways around logjams, less-than-obvious ideas. Motivated to try new methods and tools to capture thoughts and ideas more rapidly, clearly, at any time and place. Experienced at POC and prototyping to design and implementation.
- Results include new application concepts, original thinking to differentiate from the competition (ShutterPro), resourceful workarounds, and creative additions to current concepts to take them to the next level of utility. For IoT and Smart Home with McCormick and SmartThings, meshed sensors, RFID and data fusion as logical conclusion in the Connected Home. (<https://www.youtube.com/watch?v=t6dWi1oayXo>).

Technical Background and Management

- Project Management for multiple software projects, real-time and asynchronous
- Extensive technical experience promotes a rapid understanding of products and engagement with new partners, while enhancing the ability to work with various app and technology developers. Deep understanding of Nokia and Samsung products helped partners to innovate with their solutions and content on company devices.
- Background in both software and hardware, analog and digital, from low level to high-level software development at Texas Instruments prior to Nokia. Understanding of object-oriented design methodologies and Agile, having worked in cross-functional teams at Nokia.

Business Experience

- 15 years of business development, partner ecosystem experience and engaging with companies from self-funded, angel-funded, VC-funded, to major corporations such as American Airlines and Four Seasons. This experience, combined with technical abilities, creates a valuable mix when approaching new partners. Partnerships included in-house development and extensive contract development.
- Developed vast industry connections due to wide geo-political, technological and scientific knowledge base. Long history at Nokia followed by Samsung has resulted in a robust professional network in the mobile industry.
- Researched and developed concepts around the burgeoning field of IoT, from Smart Home to various industry verticals including healthcare, gyms, real estate, agriculture and sports.

EDUCATION

- BSEE, Computer Science Option, Ohio Northern University, Ada, Ohio

REFERENCES

- <https://www.linkedin.com/in/jeffrey-cooper-iot/>