

Create new products, platforms and software using unique and holistic architectural approach. Modularity, portability, platform independence and future readiness are incorporated into designs. Employ contextual analysis to deliver exceptional user experiences and a first-person approach to problem solving.

CONTACT

jeff@runningthoughts.tech
www.runningthoughts.tech
(469) 951-2740
Santa Cruz, CA

EDUCATION

Ohio Northern University
BS Electrical Engineering, Computer Science Option

SKILLS

- Architecture-first Approach
- Entrepreneurial Mindset
- Management
- System Design
- Software Design
- Mobile Applications
- Wearables and Sensors
- Business Development
- B2B and B2C
- IOT- Smart Home and Connected Buildings
- Visualization, Simulators
- Proof of Concepts
- Public Speaking
- Innovative and Immersive
- Actively expanding knowledge and skills in AI and Cloud

Jeffrey Cooper

SYSTEMS ARCHITECTURE AND BUSINESS TRANSFORMATION

EXPERIENCE

VP OF BUSINESS TRANSFORMATION SWEATWORKS
Nov 2022 – May 2024

- Designed new billing system architecture and led implementation team for healthcare client to replace antiquated on-premises system for their AWS cloud migration.
- Conducted comprehensive market research for a top-tier medical device and nutritional supplement company for their line of Bluetooth over-the-counter arm patch sensors and nutritional supplement platform strategies.

TECHNOLOGY AND PRODUCT CONSULTANT

Mar 2020 – Present

- Created web-based, customer-facing driving simulator for PortNexus to allow prospective clients to try out their safe-driving solution, improving sales of the platform.
- Produced start-up plan, architecture and concept layout for a stealth startup creating an AI-assisted language learning application. Incorporated most of the eight learning modalities, in contrast with competing, simpler applications.
- Developed two web-based simulators and demonstrated them to the pandemic-stressed gym industry. The spatial user experience was automated, touchless, indoors and outdoors, using contextual data with sensor fusion to drive hyper-personalized experiences.

VP PRODUCT, ARCHITECT HYGEAR

Aug 2021 – Jul 2022

- Designed new architecture and mobile application for streaming fitness video for connected strength bands.
- Designed new content management system and devised a system to tag live video utilizing timed metadata in the video stream. This system enabled the mobile application to correlate the exercises in the video to the affected muscles.
- Effectively operated as a CTO in a very dynamic startup environment.

SENIOR MANAGER BUSINESS DEVELOPMENT SAMSUNG

Apr 2013 – Mar 2020

- Established expert technical and business reputation, specializing in wearables, fitness and IOT.

INNOVATION

Excel at developing new concepts, original thinking. Solve problems by taking unconventional approaches. Develop systems holistically and use contextual information to improve systems response. Utilize new technical innovations in pragmatic ways, stripping away elements of hype. Able to visually demonstrate advanced technical systems.

Smart Home panel and Connected Gym concepts highlight ability to innovate from scratch and develop full concepts and out-of-box thinking.

[Smart Home of the Future Panel](#)
[Connected Gym Simulator](#)
[Universal Club Application Simulator](#)

TECHNICAL EXPERIENCE AND MANAGEMENT

Project manager in data protocols, promoted to group manager of data and later Symbian multimedia teams. Collaborated with partners of all sizes in a broad array of technologies. Background in software & hardware, analog & digital, microcode to applications. Understand object-oriented and abstract development, layering, platform independence and modularity.

BUSINESS EXPERIENCE

Technical Business Development experience at Nokia & Samsung with hundreds of companies from small startups to large, including American Airlines, Marriott and Bloomberg. Broad interests in technology, science and geopolitics, extensive travel and public speaking helped build an extensive network.

Jeffrey Cooper

SYSTEMS ARCHITECTURE AND BUSINESS TRANSFORMATION

SENIOR MANAGER BUSINESS DEVELOPMENT CONTINUED

- Recruited to speak at many conferences, webcasts, panels and fireside chats, including IHRSA, Club Industry, Women in Tech, TechEdge and Gap's annual Innovation Summit. Recognized as influential in fitness, health and beyond.
- Closed deals with key partners to align with Samsung devices, platforms KSPs, including Expedia, Strava, and Grubhub.
- Drove OEM sale of \$8m of Galaxy Watches for healthcare application through a key partner.
- Worked across verticals and companies of all sizes to evangelize and recruit widespread support for devices and platforms.
- Created Smart Home of the Future session and recruited a panel of internal and external experts for Samsung Developer Conference. Brought in the CTO of McCormick Spices to both validate use cases and spike interest in the panel discussion.

SENIOR BUSINESS DEVELOPMENT MANAGER NOKIA Jan 2005 – Mar 2013

- Conceptualized and developed ShutterPro, a camera app leveraging Nokia's advanced imaging capabilities, and secured \$325k for development. Launched the app during a keynote and panel discussion at the Cinequest Film Festival in San Jose.
- Worked extensively with enterprise and security companies to support Nokia's range of enterprise products.
- Brought application developers into the Nokia ecosystem to create unique value opportunities for Nokia.

GROUP MANAGER, SYMBIAN OS & PROJECT MANAGER DATA PROTOCOLS NOKIA Aug 1997 – Dec 2004

- Managed multiple data projects, developed, and deployed data protocol subsystem for the first data-capable handsets in the US market. Data was the third-largest subsystem in the handset and had the lowest number of defects of all subsystems, by a large margin.
- With the success of the data subsystem releases, the team demonstrated better software development practices which were rolled out company wide. These practices led to more stable releases on future products during development phases.