

# Peter M. Martin

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## Expertise

- E-commerce Systems
  - Financial Systems
  - Control Systems
  - Information Management Systems
  - Source Code Analysis
  - Web-based technologies
  - Programming languages: C++, Java, SQL, assembler, other scripting
  - Software Engineering
  - Quality Assurance and Test
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## Professional Summary

Mr. Martin's consulting focuses on software systems as intellectual property, especially in litigation cases of patent and copyright infringement. His technical expertise is well-suited to the analysis of enterprise-scale software that is configured for web-enabled services, e-commerce systems, embedded systems, payment systems, and information management systems. His engagements typically include source code analyses for software written in C, C++, C#, Java, Javascript, SQL, Fortran, Basic, Perl, Assembler, and other programming languages, as well as in markup languages such as HTML and XML applications. He has also performed several technical assessments of patents in patent portfolios, and has testified as an expert witness at trial and numerous depositions.

The breadth of Mr. Martin's expertise covers a variety of subject matter domains. He possesses strong backgrounds in commercial software development, engineering best practices, the core natural sciences, the biology of neural networks, and the mathematics of artificial neural networks. His degrees are in physics and nuclear engineering from prominent universities.

Mr. Martin has served as a seasoned technical manager in roles that require effective communication skills. He has programmed as a software developer, configured networked computer servers as a hands-on supervisor, provided leadership as an executive manager, championed the adoption of new technologies in enterprise team settings, and taught technical curricula earlier in his career as an officer in the U.S. Navy.

## Employment History

From: 2003- **Independent Consultant**

To: Present

Position: *Principal*

Consulting and testifying expert for litigation involving commercial software systems as intellectual property: patents, copyrights, trade secrets, contracts. Litigation experience has included analysis of source code from:

- Internet giants, including Amazon, Google, RIM, Sun Microsystems, and PayPal

- Niche providers of information management systems in diverse markets, including industrial process control, construction, mining, school enrollment, health services, and flower delivery
- an embedded systems manufacturer of pacemakers

Testifying experience has included jury trial, multiple hearings, and multiple depositions.

Technical evaluations of patent portfolios, regarding their relevance to contemporary technologies, and their potential as assets for legal proceedings.

Date: 2001 **METILINX, INC.**

Position: *Director of Product Marketing*

Recruited by the Founder and senior management to champion the core product during first go-to-market launch, drive product development, and contribute to the sales process.

- Developed product descriptions and key presentations; positioned the product in the marketplace.
- Promoted the product to industry analysts and trade press, resulting in published articles.
- Developed and refined training curriculum; repeatedly delivered multi-day technical training courses.

From: 2000 **KNOWLEDGEFIRST, INC.**

To: 2001

Position: *Vice President of Engineering*

Recruited by the Founders to increase productivity and flexibility in new product development, and lead technical transition from startup mode to revenue-generating, pre-IPO stage.

- Defined and interpreted an ASP model; initiated product line conversion from B2B exchange model.
- Managed department of 16 for product development, SQA and IT.

From: 1999 **RATESTREAM.COM**

To: 2000

Position: *Chief Technical Officer/Vice President of Engineering*

Recruited by the Founders to anchor corporate management team, build the Engineering Department, productize technology, and establish day-to-day technical operations for this Internet startup.

- Defined product line, productized technology, and shipped first version of product within 9 months.
- Built engineering organization up to 7 people that created product, service, IS, and web sites.
- Drove business strategy, guided business development and mentored marketing.

- Built LAN/Internet with open source technologies.
- Member of the founding executive management team and alternate to the Board of Directors.

From: 1997 **VISA INTERNATIONAL**  
 To: 1999

Position: *Director, Software Engineering Process; Senior Systems Architect*  
 Recruited by senior management to re-architect an existing system and introduce modern OO technology into mission-critical legacy payment systems for this global credit card processing company.

- Led 3 cross-functional engineering teams to disseminate architecture, design, and object technology.
- Evangelized a methodology framework and led process improvement for a \$400+ million program.
- Established and applied processes for the evaluation and adoption of modernizing technologies.
- Advised senior management on methodology and technology adoption strategies.
- Edited a 267-page, VISA-commissioned book on Java guidelines for large-scale projects.
- Managed the development and adoption of initiatives to achieve CMM Level 3.
- Created and managed an internal web site for posting engineering project information.

From: 1996 **VERITY, INC.**  
 To: 1997

Position: *Program Manager; Senior Software Engineer*  
 Recruited by the Director of Engineering to manage the core development team and improve engineering processes for a manufacturer of search and retrieval software with revenues of \$65 million.

- Systematized product line and successfully coordinated a major product release within 3 months.
- Managed internationalization of core product for European and Asian markets.

From: 1990 **TALIGENT, INC.**  
 To: 1996

Position: *Senior Engineer, Development Systems*  
 Retained as a core engineering team member when Taligent was created as an Apple-IBM joint venture.

- Developed testing framework and features for a proprietary IDE (a software development product).
- Designed, developed, and implemented object-oriented techniques in C++ for application testing.
- Managed quality initiatives to reduce product defects during application development.

From: 1988 **APPLE COMPUTER, INC.**  
To: 1990  
Position: *First-line Manager, Software Quality Assurance; Test Engineer*  
Managed team of up to 12 people that developed and applied tools for functional testing of Mac OS components. Directed testing of new features in updated versions of the Mac OS.

- Evangelized new testing approaches that improved productivity.
- Initiated use of C++ for Mac OS test tools that validated functionality for OS Systems 6 and 7.

From: 1983 **IMATRON, INC.**  
To: 1987  
Position: *R&D Project Manager/Physicist*  
Recruited by the Founder to improve overall product performance for this manufacture of CT scanners.

- Analyzed generic product behavior and diagnosed operational defects in electronics, X-rays, and electron beam dynamics.
- Developed and conducted a quality assurance program to comply with FDA regulations.
- Improved CT reconstruction algorithm for distortion effects.
- Supported research studies involving EKG-triggered CT scans.

From: 1974 **VETERANS HOSPITAL, SAN FRANCISCO**  
To: 1977  
Position: *Radiation Physicist*  
Supported medical research and medical procedures that involved radioactive materials, data acquisition and statistical analysis.

- Developed both low-level and application-level software to enable and enhance data acquisition and analysis by new imaging equipment in Nuclear Medicine.
- Monitored handling and exposure risks of radioactive materials used in research, medical diagnosis and therapy.
- Conducted and supported clinical research involving radioactive materials and radiation measurements.
- Provided technical support for complex diagnostic equipment in Nuclear Medicine.

From: 1968 **U.S. NAVY**  
To: 1970  
Position: *Instructor, Nuclear Power School*  
Taught technical courses to enlisted men and officers who were in training for the Navy's Nuclear Power program. Served as Division Officer to students assigned to a training school.

- Courses included: Radiation Chemistry, Materials Science, Biological Effects, and Nuclear Engineering.

From: 1967 **U.S. NAVY**  
To: 1968

Position: *Physicist (civilian), Special Projects Office, at Lockheed Missiles and Space Company*  
Oversaw contractor fulfillment of technical requirements for electronics intended for use on submarine-based ballistic missiles.

### **Professional Associations**

- IEEE-CNSV, Consultants Network of Silicon Valley; Secretary, 2012-2013; Vice Chair, 2013-2014
- Pacific Northwest Software Quality Conference, Program Co-Chair 1994 - 1995
- IEEE, Computer Society, Member since 1993
- Association of Computing Machinery, Member since 1993

### **Journals with Publications**

- Gastroenterology
- American Journal of Digestive Diseases
- Radiation Research
- Journal of Nuclear Medicine

### **Education**

<u>Year</u>	<u>College/University</u>	<u>Degree</u>
1977 – 1983	U. C. Berkeley	Advanced graduate work, Biophysics
1969	U. C. Berkeley	M.S., Nuclear Engineering
1967	Stanford University	B.S., Physics