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# Roland Wooster

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## Summary

An experienced and successful engineering, business, and marketing manager, who combines team management and industry leadership with strong problem solving skills and a broad experience of: software as a service, firmware engineering, technology marketing, winning support from ecosystem partners and developing new products, Internet software development, HR data system automation, financial and audit controls, and enterprise systems development. I have excellent written, public speaking, and management skills; which I combine with strong business savvy and a global network of business colleagues spanning IT, HR, PC architecture, display ecosystem, storage, networking, media, content creation, standards bodies, and the TV and broadcast industries.

## Current Role

### **June 2010 - Present. Platform Innovation Manager, Desktop Platform Group, Intel.**

Lead technologist for the Desktop Group, responsible for technology innovation, 3<sup>rd</sup> party engagements, R&D, driving new technologies and usages to market, running industry collaboration projects, and representing Intel in standards bodies. Currently I am Intel's primary representative for High Dynamic Range (HDR) displays and systems: presenting at SID Displayweek 2016, leading Intel's HDR activities at Computex 2016, and representing Intel in the Technical workgroup of the UHD-Alliance, the premier standards body for HDR. Working with industry peers from the UHD-Alliance and with LCD manufactures I am also leading the development of HDR specifications for HDR on laptops.

More generally my role is to focus on development of high value leading edge technology and usage scenarios for the premium segment of the desktop PC market. Beyond HDR, I have worked on the 4K ecosystem build out, high speed storage, high speed networking, and dozens of R&D projects both internal and with 3<sup>rd</sup> parties. Some have been for collaboration projects, others for potential acquisition evaluation.

From 2013 through 2016 I led significant parts of Intel's involvement with 4K resolution displays and media. I was responsible for Intel's first desktop 4K LCD panel project, obtaining funding from our CEO, selecting a supplier, developing the panel specification, and then bringing this panel to market in numerous branded monitors. The project goal was to reduce 4K monitor prices from \$3500 (the price at the start of the project) down to \$400. My 3<sup>rd</sup> party partners hit the \$400 target on launch, and then maintained price leadership with this panel in monitors for almost a year. Within our planning and media teams I have played a significant role in Intel's work with streaming media providers to enable 4K movie playback on the PC.

During the planning cycle for 6<sup>th</sup> Gen Core processors I identified usage scenarios that required significant changes to the bandwidth requirements of some aspects of our CPU IO design. Given my proposals would add cost to the processor my proposal received the highest level of scrutiny, however, by ultimately prevailing many aspects of IO on the Sky Lake CPU are 2x faster than they would have been without my early stage analysis. In a similar analysis I was first to identify a critical user requirement that ultimately led to the initial justification to establish a new CPU on our roadmap, this feature still remains one of the key capabilities as it nears completion.

## Prior Experience

### **Nov 2008 – June 2010. Engineering Manager, PC Client Services, Intel Architecture Group (IAG), Intel.**

Engineering manager for Intel's Remote PC Assist (RPAT) program. Responsible for the engineering output of ~ 45 people located in Jerusalem, Folsom, Hillsboro, Cordoba, and through our partnership company in both Boston and Budapest. We architected, built, validated, and deployed an Internet based 'software as a service' solution using Intel AMT (vPro) technology to connect to the software cloud based infrastructure and service we built to enable managed service providers and Telcos to provide out-of-band network and OS support to end customers even when their customer's network, or OS, may be down. We successfully landed major firmware design wins with HP, Lenovo and several smaller OEM's. We launched partnerships with two ISV's building remote PC support applications using our RPAT SDK, and we also achieved a major customer design win with AT&T. My role involved leadership of all engineering aspects of software, firmware, validation, data center infrastructure, security, performance investigation, driving process change, problem solving, setting strategic prioritization, and collaborating with multiple business groups to set plans and meet our goals.

**Oct 2006 – Oct 2008. Systems, Tools, and Controls Team Manager, Global Workforce Mobility, HR, Intel.**

Manager of a team of 12, across 4 campuses, responsible for the entire global systems infrastructure, financial controls, process controls, and audit of: relocation, expense reimbursement, corporate travel, and corporate calling cards.

Collectively \$650M of spends were processed through these systems annually.

In 2007 my team landed a completely redesigned relocation systems infrastructure doubling the transactional efficiency of our operations group. Within the organization we simultaneously completed a series of outsource RFP's, ultimately validating our dramatically superior internal cost efficiency versus any external vendor. Of particular note we demonstrated a 5x cost benefit versus the leading technical outsource solution. My most unique achievement of 2007 was the licensing of our technology and software to a 3rd party relocation services company, a first ever external licensing from within HR at Intel, in a deal that ultimately earned \$3M.

**July 2002 – Sept 2006. Global Processes & Systems Team Manager, Worldwide Relocation, HR, Intel.**

During 2002 and 2003 I managed a team of 25 business analysts and project managers across six global locations, driving the initial deployment of Intel's first global Relocation automation data system, handling legal, tax, and reporting compliance automation and driving global standardization of both processes and systems.

From 2004 through 2006 I directed all global systems improvements in Relocation, architecting the design of a multi-year roadmap. This involved providing vision, leadership, and influence to drive Relocation's systems strategy to further automate improvements in: quality, through put time, and eliminating manual work of our operational staff, during this time the organization handled greater complexity while achieving a 30% reduction in HC largely due to our systems improvements. During this period I successfully managed a team of up to 15 direct reports, often receiving 100% scores in Intel's management surveys.

**Sept 2001 – July 2002. Internet Software Development Manager**

**Intel Online Services (IOS) Engineering, NBG, Intel**

I merged into Intel Online Services (IOS) and became the manager of two additional teams beyond my original team from the Advanced Technology Organization, for a total of 12 direct reports. These teams were responsible for the IOS Server Build System and the Customer Care Portal. Both products were in daily use by IOS staff, and IOS customers respectively. I rapidly merged the three teams and the functionality of the projects creating a more effective single team and integrated solution.

Under my management the Customer Care Portal transitioned into a key "Up-Sell" tool used by Marketing and the Customer Account Managers. At the same time the Customer Care Portal flourished from being ranked almost last by industry analysts to, by the middle of 2002, being ranked in the top quartile of 38 competitors. Numerous patent applications were filed for the creative ideas and implementations of innovative technology used in the Customer Care Portal.

**March 2000 – Sept 2001. Internet Software Development Manager**

**Advanced Technology Organization (ATO), NBG, Intel.**

I was responsible for managing the engineering and development of major components of a multi-patent pending large scale Internet and Business systems management solution for Internet Service Providers and Managed Service Providers. In the latter part of the development phase my team was brought into Intel Online Service (IOS) to leverage our software, making IOS our primary customer. Numerous technologies and languages were used, including: Java, (Core, Servlets, Applets, and Swing), SQL2000, XML, CIM, DHCP, PXE, BOOTP, IIS, Apache, SSL, and Windows 2000.

My team and I were responsible for architecting and designing the application side of the system, involving aspects of human factors engineering for the GUI design, performance optimization, security, encryption, rules-engine enabled automation, and automated hands-off remote operating system provisioning. During the course of the project I was also directly responsible for the detailed design, development, and optimization of the code for the security system, remote provisioning system, SQL schema, and stored procedures.

**October 1999 – March 2000. Architect/Manager, Capability Development and Engineering, IT, Intel.**

I was promoted to managing my 12 software development peers in the team in which I had worked during the previous three years. Projects included: eCommerce development supporting www.intel.com, development and support of the corporate-wide account management system (Rialto), secure document transfer (ERCD), and the encrypted file transfer with our financial partners for the Stock Options Program.

**January 1997 – October 1999. Software Design Engineer, Capability Development and Engineering, IT, Intel.**

I was the designer and lead developer of the Electronic Registered Confidential Documents (ERCD) project. This project involved integrating our software with numerous third party vendors and an even larger number of groups at Intel. The software used digital certificates, strong encryption, custom tailored "click to accept" agreements and also supported instant revocation of user rights when necessary. The implementation included ASP and C++ COM for the front end, C++ for the middle tier, and a Microsoft SQL backend.

I designed and implemented components of the authentication and authorization software to provide secure eCommerce support for Intel's customer business. The project achieved \$1B of E-commerce exchange in the first two weeks after release. As a direct result of the software developed by our team, Intel, at one point, held the record for the largest eCommerce dollar-transaction-volume of any company worldwide.

**June 1995 – August 1995. Software Engineer, The Technology Partnership, Melbourn, England**

I was a software engineer developing parallel execution software to run on multi-CPU based Windows NT 3.5 and Windows 3.11 systems for custom hardware including an exceptionally high speed printing press and a bacteria laser scanner.

**US Patent Holder #9363653**

**“Transfer of communication from one device to another.”** Roland Wooster & Itamar Sharoni.

Approved: June 7, 2016.

I have two other patent applications pending, having being approved through the Intel process and submitted to the US patent office, and over a dozen invention disclosures lodged with Intel.

**Technology Licensing**

**Relocation “Cost Modeling Tool” software licensing.**

In 2007 I was the primary driver in licensing our internally developed Relocation Cost Modeling technology and software in a deal earning \$3M. This was the first time technology had ever been sold out of HR in Intel's 40 year history.

**Published Journal Paper**

**“Proxy Caching that Estimates Page Load Delays.”**

Roland P. Wooster and Marc Abrams. 16 December 1996.

Computer and ISDN Systems (Volume 29,1997, Pages 986-997)

This paper was primarily based upon the research of my thesis which proposed and evaluated my improved cache removal algorithm to optimize caching based upon the Internet performance experienced by the end user rather than simply the cache hit ratio which all previous algorithms had been based upon.

**Education**

**Master of Business Administration. University of Phoenix, Sacramento, CA. September 1999. G.P.A. 3.95.**

**Master of Science in Computer Science. Virginia Polytechnic Institute & State University, VA. December 1996, G.P.A. 3.81.**

Thesis: “Optimizing response time, rather than hit rates, of WWW proxy caches.” To provide a proxy cache for the C.S. department by modifying an existing proxy cache of 50,000 lines of C. The implementation ran on a DEC Alpha and a Sun Sparc 10. This was the second most frequently downloaded Thesis at Virginia Tech during the following year.

**Bachelor of Science in Computer Science. Lancaster University, England. June 1995, 1st Class Honors.**

Final year research project: ANSAware, C, and OSF/Motif for X-windows. I developed a color video communication system (like Microsoft NetMeeting and Intel ProShare, prior to the existence of either), providing both sound and video frames bi-directionally across Ethernet using a Sun Sparc Classic.