

# CHUCK THOMAS

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## OBJECTIVES

Provide direction, leadership, and team-building, helping the entity focus on change. Clarify new directions, create and implement strategic and tactical plans. Identify opportunities, guide product development and deployment cycles, and employ contemporary technologies to strategic advantage.

## EXECUTIVE SUMMARY

Executive level management, technology innovation and development, I/T professional services, sales and marketing experience. Selected accomplishments:

- Experienced with managing business growth & development, and with product development & support. Created Marketing Recruiting, and Professional Development Departments; created and managed several eCommerce, Manufacturing/Distribution/Retail and Health/Pharmaceutical professional services practices; created and managed revenue streams; developed and published software development methodologies.
- Well-versed in contemporary multi-tier, collaboration, and Internet technologies, as well as media and new media technologies; accomplished at conceptualization and architecture of complex business systems; and creating and managing teams to successfully design and build the systems.
- Experienced with software development and integration, with special emphasis on Internet Technologies and e-Business/e-Commerce and on the Retail/Distribution and Media/Entertainment/Communications Industries.
- Created interactive television technology and a new paradigm for television audience measurement; participated in industry standards development groups for interactive advertising and advanced media; created a patent portfolio for a variety of digital cable/television technologies and methods.
- Founded several software and services companies, including the largest Retail Industry software company in the US at the time. Responsibilities included product development and support, product delivery, and systems integration.
- Since 2003, Adjunct Professor of Management at Penn State Great Valley School of Professional Graduate Studies teaching 3-4 High Tech Entrepreneurship and Innovation courses per year in the Penn State MBA program.
- Published articles and delivered seminars on a wide variety of technology and business issues, including recently delivering the Keynote Address to the Electronic Retailers Association (ERA) Annual Convention.

## PROFESSIONAL EXPERIENCE

### Chuck Thomas, LLC

2008-2010

Serving on Boards/Advisories; mentoring entrepreneurs; providing independent consulting services; and teaching.

### LYRIO

2006-2008

#### Executive Vice President – Strategy & Business Development, Philadelphia, PA

Developed business strategy with cofounders at startup; wrote business plan; developed investor relationships; developed strategic alliances and partnerships; developed marketing programs. Lyrio was acquired by evolVIP in June, 2008.

### COMCAST CORPORATION

2000-2006

#### Vice President/General Manager, TargetTV, Philadelphia/West Chester, PA

Recruited from IBM to formulate and head several interactive television (iTV) initiatives, created business plans and executed the strategy of combining two heretofore independent initiatives to create an end-to-end iTV value proposition. Comcast and QVC formed joint venture TargetTV to provide viewership measurement, interactive advertising, and impulse commerce. Comcast acquired the Liberty Media (QVC) share of the JV on 1/1/2005.

- Developed strategic plans and business plans & budgets, organized cross-organizational support of initiatives, and generally evangelized enhanced audience measurement, ad & content targeting, and interactive television.
- Developed a portfolio of television commerce, advertising, audio splitting, and viewership measurement technology patents and patent applications (US and international), including authoring "System and Method for Guaranteed Anonymity of Cable Television Viewership Behavior", US Patent 7,664,946.

- Managed TargetTV through two periods of ownership uncertainty (Comcast acquisition of AT&T and Liberty Media acquisition of QVC), maintaining strong staff commitment and joint venture partner support. Successfully navigated a smooth transition from joint venture to Comcast sole ownership of the entity.
  - Initiated deployment of TargetTV's viewership application and launcher into over 120,000 homes in three regions by November, 2002. Application required no headend hardware, and consisted of sophisticated digital set top box applications and data acquisition and processing capabilities. Data collection peaked at thousands of transactions per second. Provided real-time aggregated & anonymous profiled viewership behavior.
  - Managed development of content (ad) tracking, lead generation, games, surveys, and impulse retailing applications implemented on multiple digital television platforms, including Scientific Atlanta and Motorola, PowerTV, Liberate Technologies, and Microsoft. Developed backend software, including performance tracking, posting, transaction distribution, interactive offer authoring and audience measurement.
  - Developed strategy to maintain subscriber privacy, and created the technology to ensure that privacy. Worked with legislative, regulatory, special interest group, public relations, and privacy officers to implement the strategy.
- Served as QVC's primary leader for iTV, enhanced TV, and iTV retailing. TargetTV was incorporated into Comcast Engineering departments in early 2006, dissolving TargetTV as an entity.

**IBM GLOBAL SERVICES BUSINESS INNOVATION SERVICES**

**1998-2000**

**e-Business Principal, Distribution/Retail Industry, New York, NY**

Managed e-Business practice for the Distribution (Retail, Wholesale, Professional Services, and Consumer Products) Sector in the Northeast US, including opportunity management, proposal content, pricing, contracting, teaming, and delivery of e-Business (and related) engagements. Delivered eCommerce Strategy Workshops to executive teams; participated on steering committees, presented business cases, negotiated agreements, signed contracts. Coordinated with other IBM business units to form delivery teams, managed and mentored delivery teams, reviewed quality delivery and gained customer acceptance of engagement deliverables. Targets included opportunity, revenue, billable time, teaming and mentoring, and quality objectives. Left IBM to found the TargetTV joint venture for Comcast and QVC.

**ASTON BROOKE CORPORATION** (acquired by Ciber)

**1997-1998**

**Vice President Business Development, Plymouth Meeting, PA**

Managed Sales/Marketing, Recruiting, and Corporate Development; increased growth rate from 20% to 40% in nine months. Created three-year business plan, formalized collateral materials, and press releases. Redirected sales efforts away from augmentation and towards deliverables projects, resulting in nearly 100% of staff assigned to deliverables projects. Formed alliances with technology partners, the local technology council, and business councils, and created proposal to PA resulting in education and training co-funding. Mentored and managed sales team to achieve a constantly very high quality pipeline and backlog. Company received several recognition awards, including the Eastern PA Fast 50.

**ICON SOLUTIONS, INC.** (Acquired by AnswerThink in 1999)

**1994-1997**

**Principal, Conshohocken, PA**

Built the Value Chain Management Strategic Business Unit, a \$13.4 million business unit that included the Pharm/Chemical, and Manufacturing/Distribution/Retail industries and eCommerce technologies. Developed Marketing, Recruiting, & Professional Development Departments during high growth period. Created the Mentoring program and served on Management Certification Steering Committee and on Business Development Committee.

Developed and published the firm's Deliverables Based Development Methodology and established corporate methodology training. Created Resource Allocation and Management system and Project and Technology Collaboration systems. Secured and managed projects that included: multi-year project to redevelop a legacy mainframe software product for Retail Merchandise Planning, creating a multi-tier, scaleable application; architected multi-tier distributed object transaction system; distributed funds trading system; electronic commerce and collaboration project that manages \$11 billion of commerce over the Internet.

Joined Aston Brooke in advance of ICON's sale to AnswerThink.

**THE APRIS CORPORATION**

**1989-1994**

**President and Founder, Malvern, PA**

Developed strategic business relationships with Retail and Manufacturing companies, including the production of their Strategic Directions. Received two Ben Franklin Technology Development Program grants. Produced a Retail Merchandise and Location Planning application and Automated Warehouse Management and Decision Support systems. In mid-1994 Apris' resources were joined with ICON Solutions, for whom Apris was a subcontractor.

**CONCEPT SYSTEMS INCORPORATED** (“CSI”, later known as Uniquest)

**1974-1989**

**Co-founder and Senior VP, Philadelphia, PA**

Co-founded and grew the Company to be largest vertical market systems company serving the Retail Industry. Products installed in medium-to-large retail chains and universities. Responsible for Research and Development, Custom Programming, Technical Services, Point of Sale and Product Management Departments.

Designed and developed all of the company’s initial products as multi-dimensional relational database applications, and was responsible for all product development and support. Directed the migration of proprietary minicomputer products to IBM mainframe and to UNIX environments. Staffed, trained and managed 120 professional staff in four offices. Built Hotline, Product Management, R & D, and Technical Services departments; managed the computer operations; evaluated and selected the development environment; wrote and met the annual product plan and co-wrote the Company’s annual business plan. Developed a national distribution network for an intelligent data communications switch.

Served as Secretary on the Board of Directors; assisted in the successful acquisition and integration of AIS, Inc. Assisted acquisition of initial venture investment (\$2 million) in 1976 and secondary debenture (\$.75 million) in 1978.

Through a BellSouth investment, CSI became Uniquest in 1990.

**PRIOR EXPERIENCE:**

**DATA CORP** (Subsidiary of INA, now known as CIGNA)

**1972-1974**

**Manager of Technical Services, Philadelphia, PA**

**COMPUTER SCIENCES CORPORATION**

**1969-1972**

**Large Account Marketing Representative, Washington, DC / Philadelphia, PA**

**INFORMATION SYSTEMS CORPORATION**

**1968-1969**

**Director of Timesharing Services, Washington, DC**

**DIAL DATA, INC.**

**1967-1968**

**Systems Support Manager, Rockville, MD**

**RESEARCH ANALYSIS CORPORATION**

**1964-1965**

**Systems Programmer, McLean, VA**

**EDUCATION:**

Adjunct Professor of Management, Penn State University, MBA-Entrepreneurship program, 2004-2008. Teaching three to four courses/year, including: New Ventures 1 & 2 (core courses for MBA in Entrepreneurship; High Tech Venture Development; Innovation

**MBA**, University of Maryland.

**BS**, Information Systems Management, University of Maryland.

**BSEE** (unfinished - 64 credit hours), Penn State University.

**PROFESSIONAL ASSOCIATIONS/CERTIFICATIONS**

Advertising Research Foundation (ARF); Cable Television Advertising Management (CTAM); National Cable Television Association (NCTA); The Interactive Television Alliance (ITA) working on new advertising technology standards; and The Advanced Media Committee of the National Academy of Television Arts and Sciences (NATAS), working on new media standards. Founding Member of the Information Systems Group and Advisory Board Member of the Marketing Group of the Technology Council of Greater Philadelphia. Received CDP from DPMA (1968); numerous technical certifications, including Certified Lotus Notes Developer (1995), certified Rational Objectory & Rose (1996/97). Active over time in ACM, APP, PUMA, PSDA, ORI, EXPO (Chairman), and Spectrum.

**PUBLICATIONS**

*e-Business Directions*, AITP, 1999; *Client/Server Development*, Spectrum Magazine, 1996; *GUI or OOUI?* Spectrum Magazine, 1995; *White Paper on Open Systems*, NPUG Proceedings, 1993; *Cutting Bait Without Losing the Lure*, News and Review, 1992; *Open Systems Migration*, Spectrum Magazine, 1992; *Industry Standards*, Dict & Data Magazine, 1989; *Future Systems*, International Database Magazine, 1987; *A BASIC Primer*, Alcom Press, Princeton, NJ, 1969.

Frequent speaker at local & national association conferences: most recently (1/29/06), gave the Keynote Address at the Electronic Retailers Association (ERA) Annual Conference.