

# Jim Hamerly, Ph.D.

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## PROFESSIONAL EXPERIENCE

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### Dean, College of Business Administration

*Cal State San Marcos, September 2014 to present*

Conduct unifying leadership and management of the college, develop and implement a five-year and ten-year strategic plan; develop and maintain external relationships as well as represent the University and its mission to the business community; work closely with University Advancement to establish stronger community ties and seek fundraising opportunities; develop and promote cross-University collaborations; develop, administer, and promote the academic programs and academic support functions of the college including international programs; develop recommendations for the nomination, retention, promotion, tenure, and compensation of faculty, department chairs, and staff members in departments and units assigned to the college.

### Founder/CEO

*Paseo Technology, February 1997 to present*

Perform technology and business consulting, lean development. Over thirty years of business experience, fifteen as an entrepreneur, fifteen doing corporate research and venturing in larger corporations. Personal experience in all stages of funding, "sweat-equity", "friends and family", angel as well as venture capital investing.

### Director of Business Community Relations

*Cal State San Marcos, College of Business Administration, September 2006 - August 2013*

Led and improved Senior Experience Program, which matches teams of students to real-life projects submitted by local businesses. This included oversight of over 500 business consulting projects for the business community. Served on over a dozen community and business boards. Active participant in Faculty Mentoring Program, Council on Undergraduate Research, and serve as faculty advisor to numerous professional student organizations.

### Adjunct Faculty

*Cal State San Marcos, College of Business Administration, September 2002 to present*

Lead undergraduate and graduate-level courses in Entrepreneurship, Intrapreneurship, Operations Management, Information Technology, Marketing/Customer Analysis, and selected areas of Quantitative Methods/Mathematics/Statistics. Initiated numerous successful on and off campus events for students and clubs such as: Annual Quick Pitch Competitions, Female Entrepreneur Events, Startup Weekends, etc.

### Adjunct Faculty

*University of California San Diego, College of Business Administration, June 2006 - December 2008.*

Teach courses in Business Decision Making, Decision Theory, Pre-MBA - Directed Studies Program and Entrepreneurship.

### Board of Directors/Community Service

*Radeus Labs, November 2015 to present.*

*Novus Energy, LLC, July 2014 to present.*

*Chic-CEO, 2011 to present.*

*Roommatefax.com, 2013 to present.*

*Temecula Valley Entrepreneur's Exchange, January 2011 – June 2013.*

*Murrieta Regional Technical Innovation Center, October 2011 – June 2013.*

*Kitchen Basics, Inc., 2001 to 2012. Acquired by McCormick Gourmet.*

*Allodic Corporation, 2005 to 2009.*

*Apeligo Corporation, 2006 to 2008.*

*Chairman, Palomar Mountain Planning Organization, 2004 to 2009.*  
*Vista Chamber of Commerce (Chamber Champion), 2008 to 2013.*  
*CleanVenture.org (nurtures high-potential early-stage CleanTech businesses), 2008 to 2010.*

## **Vice President**

*America Online Time Warner, Mountain View, CA and Dulles, VA, January 1999 – September 2001*

Executive responsible for all browser software development, marketing, and international distribution, as well as the integration of Netscape's browser technology into AOL's core products (CompuServe, AOL, etc.). Reported to the President of AOL Technologies. As an operating line manager responsible for 300 people, developed and taught introductory and middle-level management courses and mentoring programs for all employees of my division.

## **Vice President**

*Netscape Communications Corporation, Mountain View, CA, June 1997 – January 1999*

Managed the development of a revolutionary generation of web browser technologies, Gecko™, which became the basis for all new browser development at Netscape as well as mozilla.org. Led development of all browser software development, as well as international marketing and distribution in 80+ languages and over 30 software platforms.

## **Co-Founder, President/CEO**

*DigitalStyle Corporation, San Diego, CA, June 1995 – June 1997*

Developed business plan, secured venture-funding, and staffed team of thirty for development, marketing, and sales of graphics software applications for the Web. Developed strategic and marketing relationships with Netscape and Microsoft. Led acquisition by Netscape in June 1997.

## **Vice President Engineering**

*Pages Software Inc., San Diego, CA, July 1992 - May 1995*

Led the development of WebPages™, the first WYSIWYG web editor, and Pages by Pages™, a style sheet based word processor and layout program.

## **Deputy Chief Engineer / Remote Site Manager**

*XSoft/Xerox Corporation, San Diego, CA, 1985-1992*

Responsible for planning, development, marketing, and multinational launch of four document product lines, PC through mainframe. Senior site manager for XSoft's remote location, consisting of 100+ employees.

## **Research and Development Manager**

*Webster Research Center/Xerox Corporation, Rochester, NY, 1975-1985*

Managed research activities in distributed electronic publishing, high resolution printing, digital typography, image quality, and image processing. As a line manager, developed and taught courses on patents and inventions. Developed theoretical and experimental models of image quality for all conventional as well as novel digital imaging systems under development. Gathered and published psychophysical data on image metrics that are still used industry-wide today.

## **Co-Founder/Principal Engineer/Independent Consultant**

*Thermodynamics, Inc. Cleveland, OH, 1970-1975*

Designed, built, and installed custom hybrid digital-analog systems for the sensing and closed-loop control of basic oxygen steel making furnaces. Over 80% of the world's steel is produced using these technologies.

## **Design and Systems Engineer**

*Teradyne, Inc. Boston, MA, 1968 - 1972*

Designed, built, and installed computer controlled test equipment for the semiconductor and telecommunications industries.

## **Additional teaching experience:**

*Instructor at Carnegie Mellon University while a graduate student, received highest student faculty rating.*  
*Instructor at MIT High School Studies Program while at MIT. Assisted in the home schooling of my four children,*

*primarily high school subjects of Calculus, Analytic Geometry and Trigonometry, Physics, Chemistry, Economics, Consumer Mathematics, and Physical Education.*

**Special skills:**

*Management and application of high technology as well as multi-disciplinary teams, experienced in all phases of entrepreneurial startups, from formation through exit strategies. Experienced as an intrapreneur in three major corporations (Xerox, Netscape, and AOL Time Warner). Large scale application software development, open source development business models. Unique ability to link theory to applications through use of real-world practical examples. Consistently receive highest student ratings in my teaching positions.*

**Professional affiliations:**

*Association for Computing Machinery (ACM)*

*American Marketing Association (AMA)*

*Institute of Electrical and Electronic Engineers (IEEE)*

**EDUCATION**

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Ph.D. Electrical Engineering/Computer Science, Carnegie Mellon University (1976).

M.S. Electrical Engineering/Computer Science, University of California at Berkeley (1971).

B.S. Electrical Engineering/Computer Science, Massachusetts Institute of Technology (1970).

*Publications*

Over 50 professional (peer-reviewed) papers and presentations published in various journals, including Physics Today, Vision Research, Journal of the Optical Society of America, Journal of Applied Photographic Engineering, and Journal of Photographic Scientists and Engineers.