JEFFREY M. RHODES

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PROFESSIONAL EXPERIENCE

Platte Canyon Multimedia Software Corporation, Colorado Springs, Colorado

President & Chief Technical Officer   **1996 – Present**

Create websites, web services, mobile applications, and desktop software for customers around the world. Develop software architecture, create estimates, manage risk, and create test plans. Lead operations and strategic direction with full responsibility for bottom-line factors, including long-range planning, global product management, and software development processes and implementation.

- Designed and maintained the web sites (each containing multiple web pages) plattecanyon.com, vbtrain.net, and tbcon.com from the ground up using ASP.NET, JavaScript/jQuery, jQueryUI, CSS 3, Microsoft SQL Server, and other technologies. Implemented the desired network architecture, topology, protocols, web server operating system, and security features for these web sites.

- A recognized leader in the use of *Responsive Web Design* where the web site or application intelligently adjusts to the dimensions and capabilities of the device. Created two of the first e-Learning Authoring Tools to use Responsive Web Design: *Training Studio®* and *Exam Engine™*, both released in 2013.

- Maintainer of the *Genesis of Flight* web-based aeronautical history collection for the Friends of the Air Force Academy Library.

- Designed, developed, tested, installed and administered the *Music Genius™* web service, which serves as the backend for the application currently available in the iOS (iPhone/iPad), Mac, Windows, and Windows Mobile stores.

- Created the *Human Resources Status Workflow System* as a consultant for Buckman Laboratories using ASP.NET, Microsoft SQL Server, JavaScript/jQuery, and jQueryUI to automate job action workflow, reducing the time needed to process actions by over 50%.

- Performed database design and system administrator duties on all company databases (Microsoft SQL Server and Microsoft Access). Wrote numerous database queries, stored procedures (T-SQL), and reports (Report Builder, SQL Server Reporting Services, and Microsoft Report Viewer).

- Remotely set up customer web and database servers as well as performed troubleshooting, technical support, and customer service. Studied and implemented optimal customer support approaches and procedures to maintain standardization and validate web pages within web sites and applications.

- Monitored and tested multiple SQL Server databases that served as the backend of all company web sites for over 10 years. Monitored and tested external databases used by customers as part of software support and consulting.

- Developed and implemented strategic marketing plans, established sales objectives, and prepared company-wide forecasting and analysis. Directed international project teams through due-diligence, prioritization and development. Participated in research and development of new e-learning, as well as mobile device technology.
- Designed and developed commercial e-Learning software products including the *Tracker.Net™* and *TBK Tracker®* Learning Management Systems (written in .NET), the *Exam Engine™* and *Training Studio®* authoring tools (written in HTML 5 and JavaScript), and the *Learning & Mastering ToolBook* training series. Major customers include Circle K, YMCA of the USA, Long Island Rail Road, British Airways, Mac's Canada, and numerous government entities.
- Managed a team of developers creating software for Buckman Laboratories, Baker Hughes Inteq, SumTotal Systems, Inc., the U.S. Army Maneuver Support Center, R&B Solutions, and many other organizations.
- Created and held the annual ToolBook User's Conference/e-Learning Authoring Conference from 1999 – 2010.
- Recognized as a leader in software and e-Learning cost estimation techniques, with several conference presentations on the subject.
- Led a "skunk works" development project to develop products with Microsoft's new .NET framework. Resulting products resulted in over $1.1M of revenue over ten years.
- Designed and implemented a rigorous internal and external (beta) testing framework.
- Performed numerous web server configurations, operating system installations, and software/hardware troubleshooting.
- Recognized expert in Object-Oriented Programming (OOP). Wrote three currently-available programming books with two covering OOP.

YMCA of the Pikes Peak Region, Colorado Springs, Colorado
Indoor Cycling Instructor   **2012 - Present**
Design and teach weekly Indoor Cycling classes at the Garden Ranch, Downtown, Briargate, and Tri-Lakes YMCAs.

Association of Graduates, U.S. Air Force Academy, Colorado Springs, Colorado
Member, Board of Directors   **1993 - 1997**
Elected to assist in the governance, fund-raising, and strategic direction of 501 (c) (3) non-profit alumni organization of the Air Force Academy.

Titan Corporation, Colorado Springs, Colorado
Director, Multimedia Software & Technical Lead   **1992 – 1996**
Responsible for all aspects of Titan's Multimedia Software business unit, including technical architecture, cost estimating, marketing, and project scheduling. Hired, trained, mentored, and appraised a high-caliber development team.

- Developed multimedia training software tools, techniques, and content in support of various multimedia training and on-line help projects.
- Created sophisticated cost estimation tools for fixed-price software development.

- Conceived and implemented full suite of custom multimedia software tools for both PC and UNIX platforms; use of these tools increased developer productivity by 50%.
- Designed the project tracking system for the $15M Kentucky Education Technology System using Microsoft Project program management software.

Air Force Research Laboratory, Edwards AFB, California
Chief, Engineering & Operations Branch   **1989 - 1992**
Scientific manager and Laboratory advisor on computer and electronic systems. Managed the computer center and all computer and peripheral maintenance. Directed the design, installation, and operation of computer networks over a wide geographical area. Managed the $13.5M data services contract to support in-house and contract research and development programs. Supervised, mentored, and evaluated a team of seven engineers/technicians. Provided technical direction to 56 on-site contractor personnel.

- Implemented the network architecture, topology, and protocols for the Ethernet network spanning the entire laboratory.
- Project Manager for the $750K Microwave Network Expansion Project, which connected the propulsion test areas in the largest Ethernet and video microwave network in the Department of Defense.
- Led the selection effort to upgrade Phillips Laboratory computer resources, choosing a distributed computing environment that significantly increased capability while slashing projected hardware maintenance by $125K annually.
- Managed and led the complete acquisition cycle from writing requirements through selection of the entire $13.5M data services contract.

Edwards Federal Credit Union, Edwards AFB, California
Treasurer, Board of Directors   **1991 - 1992**
Responsible for analyzing the financial performance of the credit union, including balance sheets, financial ratios, certification requirements, and investment decisions. As Chairman of the Asset/Liability Management Committee, instituted the use of GAP Analysis to minimize susceptibility to interest rate fluctuations.

EDUCATION

London School of Economics and Political Science, London, United Kingdom
MSc in Economics   **1989**
Received personal congratulations letter from 2010 Nobel Prize in Economics winner, Sir Christopher Pissarides FBA, for "overall performance in the top 10."

London School of Economics and Political Science, London, United Kingdom
Diploma in Economics, Mark of Distinction   **1988**
Scored 1st out of 180 students in *Introduction to Econometrics and Economic Statistics*.
Studied *Introduction to Economic Policy* under future Governor of the Bank of England Mervyn King, KG GBE FBA and future member of the Bank of England's Monetary Committee Charles Goodhart, CBE FBA.

United States Air Force Academy, Colorado Springs, Colorado
B.S. in Electrical Engineering, Distinguished Graduate   **1987**
Focus on Data Communications.
Outstanding Cadet in Law 300 (700 students) – Fall 1985
Outstanding Cadet in Astro 332 Honors (Astrodynamics, Propulsion, 50 students) – Spring 1985
Top 1% in Math 355 (Applied Differential Equations, 200 students) – Fall 1984
Top 1% in Math 133 (Integral Calculus, 300 students) – Spring 1984
Outstanding Cadet in Biology 110 (750 students) – Spring 1984
Outstanding Cadet in Chemistry 112 (1500 students) – Spring 1984
Dean's List, Commandant's List, and Superintendent's List – 8 semesters

AWARDS

Professional Development Grant Recipient, Regis University	1997, 1998
Top Cadet in Graduation Order of Merit, U.S. Air Force Academy	1987
Top Cadet in Engineering, U.S. Air Force Academy	1987
Top Cadet in Electrical Engineering, U.S. Air Force Academy	1987
Outstanding Cadet Group Commander, U.S. Air Force Academy	1987
Top Cadet in Military Performance, U.S. Air Force Academy	1987
Recipient: Marshall Scholarship (one of thirty students sponsored by the British Government)	1987
Recipient: Fannie and John Hertz Fellowship (one of approximately 35 awarded annually)	1987

TEACHING EXPERIENCE

Regis University College for Professional Studies, Colorado Springs, Colorado

BA/CS 206 – Business Software Applications	**1993 - 1994**
EC 300 – Principles of Microeconomics	**1997**
EC 320 – Principles of Economics I	**1992**
EC 320 – Principles of Macroeconomics	**1994, 1996, 1997**
EC 330 – Principles of Economics II	**1993**
EC 400 – Comparative Economic Systems	**1993**
EC 420 – Money & Banking	**1993**
EC 480/BA 492 – International Trade	**1993 - 1995**
EC 481/BA 494 – International Economics	**1996 - 1997**
EC/BA 483 – International Finance	**1993 - 1995**
MBAC 600 – The Economics of Management	**1996**

Chapman University, Colorado Springs, Colorado

Econ 448 – Managerial Economics	**1995**
MsSc 619 – Business Forecasting	**1993**

Golden Gate University, Edwards AFB and George AFB, California

IS 310 – Distributed Systems (Network Architecture, Topology, and Protocols)	**1992**
EC 340 – International Economics	**1992**
EC 395 – Macroeconomic Analysis and Forecasting Methods	**1990**
EC 398 – Forecasting Methods	**1990**

PUBLICATIONS AND PAPERS

Programming for e-Learning Developers: ToolBook®, Flash®, JavaScript™, and Silverlight™
ISBN: 978-0971109926. 358 pages.   2009

VBTrain.Net: Creating Computer and Web Based Training with Visual Basic®.NET
ISBN: 978-0971109919. 440 pages.   2002

The ToolBook® Companion: Solutions, Techniques, Expert Information, and OpenScript® Tips
With Christopher Bell. ISBN: 978-0971109902. 453 pages.   2001

Case Study on Creating CBT on a Software Package
Paper presented at the *Training Conference*   2000

Assessing Learning in CBT
Paper presented at the *Training Conference*   2000

Evaluating Performance for Software CBT
With Christopher Bell. Chapter 15 in ASTD's <u>Measuring Learning and</u>
<u>Performance</u> (Toni Hodges Ed.). ISBN: 1-56286-123-9.   1999

Numerous conference sessions at ToolBook User's Conference/e-Learning Authoring Conference
Held annually in Colorado Springs.   1999 - 2010

Past, Present and Future: A Trip Down ToolBook's Memory Lane
Keynote address for the *European OnLine Learning Conference*   1998

Developing a "How to Use ToolBook" Product: A Case Study
Paper presented at the *On-Line Learning Conference*   1998

"CD-ROM Based Multimedia Homework Solutions and Self Test Generator"
Paper presented at the *Society of Advanced Learning Technology Multimedia*
Conference   1998

OpenScript Techniques for Improving User Interaction
Paper presented at the *Asymetrix On-Line Learning Conference*   1997

"Simulation, Narrators, and Tracking: A Case Study of CBT Development"
With Christopher Bell. *CBT Solutions* magazine.   1997