

Tom Bui

Dr. Tom Bui specializes in information technology, e-commerce, information networking, Internet technologies, and cyber security. He is a Boeing Technical Fellow and currently serves as Chief Architect at Boeing Integrated Defense Systems. He is also active in technical committees of standards organizations including the Organization for Advancement of Structured Information Standards (OASIS) and the Worldwide Web Consortium (W3C). Dr. Bui holds a Ph.D. in engineering from the University of California, Los Angeles.

David P Butler

Vice President and Evangelist

David has more than 20 years' experience driving product strategy and marketing for enterprise software and systems companies such as Systinet, Spotfire, Portera Systems, Netscape, NeXT Software, Cadre Technologies, and Data General. His broad range of experience spans the development, introduction, and marketing of products such as business intelligence analytic applications, web-hosted enterprise applications, industry leading web application servers and application development tools, and distributed OLTP systems. David's responsibilities include: Mercury SOA evangelism with customers and partners, customer and product adoption success, managing the Systinet Customer Advisory Board; and the strategy for Governance Interoperability Framework. David has a Bachelor of Science degree in computer science and marketing from Boston College.

Luc Clément

Director of Product Management, Systinet, A Mercury Division Co-chair OASIS UDDI Specification Technical Committee

Luc Clément is responsible for the rapid growth of industry's leading Systinet 2 SOA Governance product line. He is also Co-Chair for the OASIS UDDI Specification Technical Committee. Formerly Microsoft UDDI Program Manager, Luc is well-known in the UDDI community and has been heavily involved with the UDDI specification for several years as an author and editor of the UDDI v2 and v3 specifications. As Director of Products at ZOOMIT, a company acquired by Microsoft, Luc led the development of the industry's first and leading Metadirectory product. Luc has 13 years of experience in product strategy and management, has deep expertise in registry, directory and metadirectory, and has served 13 years as an Officer of the Canadian Forces. Luc holds a Bachelor Degree in Electrical Engineering, and a Master Degree in Computer Engineering from the Royal Military College of Canada.

Hugh Cumming

Hugh Cumming is an experienced technology professional with over 15 years of IT and software development management experience in the Financial Services, Telecom and CRM industries. Hugh is currently the CIO of ADP Canada, a Fortune 500 company in the financial services industry, where he oversees a team of more than 250 dedicated professionals responsible for developing and running ADP's proprietary processing technology. Before taking on his role at ADP, Hugh was the Chief Technology Officer of Webhelp, which specialized in eCRM and BPO and was ranked #1 in 2003 by Profit Magazine. Hugh was one of the founders of Webhelp where he oversaw the development of Webhelp's "Zero Latency" Web Application Event Framework and the Arena VoIP platform. Prior to founding Webhelp, Hugh was the Senior Vice-President, Product Development for 724 Solutions, a publicly traded wireless infrastructure company focusing on the financial

services industry, where he was responsible for all aspects of worldwide development, support and product management. Previously as the Executive Director of Technology for SITEL Europe based in the UK, he was responsible for defining the technology strategy for the company's global business units. His career has also included the roles of VP of Technology for SITEL Global Business in the Netherlands, VP of Technology for SITEL Canada, President and Founder of Computer Engineering Co., Software Engineer for IBM Canada, Ltd., and Software Developer for Ecolab Ltd. Hugh holds a Bachelors degree in Engineering from the University of Toronto.

Rashid Desai

Rashid Desai is Responsible for leading the Development of Business and Consumer data products and platforms for B2B and B2C customers. In his previous role in Equifax, he was responsible for setting up a Global Project Management Office, which established a Application Portfolio based Project planning & management methodology for IT. He has also been responsible for setting up the Global Development Center program for Equifax by establishing software development centers across the globe. Before joining Equifax, he lead Solution Delivery at Fujitsu Consulting for North America, where he was responsible for development and delivery of Enterprise Platform Solutions.

Eric Fremont

Eric Fremont has over 20 years of technology, development and marketing experience in both consulting and telecommunications. Mr. Fremont was named Senior Vice President Information Technology – Verizon Partner Solutions in 2005. He has overall responsibility for the System and Technology needs of Partner Solutions line of business, a business unit within Verizon generating over \$9 billion in annual revenue. Prior to his current position, Mr. Fremont was Senior Vice President of Information Technology, Wholesale Markets. A position he held since 2000. Mr. Fremont joined Bell Atlantic in 1994 as Director of Software Engineering and was responsible for the development of strategic object-oriented architectures and service order platforms. Prior to joining Verizon, Mr. Fremont was a Senior Manager with Sprint Communications responsible for an advanced technology group focused on both customer care and network systems. He began his career as a systems engineer at Electronic Data Systems (EDS), holding various positions on numerous large scale projects at a variety of financial services clients. Mr. Fremont earned his degree in Computer Information System/Computer Science and Business at San Diego State University.

Gerald C. Gannod

Gerald C. Gannod is an associate professor at Miami University in the Department of Computer Science and Systems Analysis. Dr. Gannod's research interests include service-oriented computing, software engineering, software product lines, software reverse engineering, formal methods for software development, and software architecture. Dr. Gannod received his Ph.D. in Computer Science from Michigan State University in 1998 under the direction of Dr. Betty H.C. Cheng. Prior to joining Miami University, Dr. Gannod was a faculty member at Arizona State University. Dr. Gannod's industrial experience includes a stint with the Unisys Corporation and IBM. Dr. Gannod was a recipient of a National Science Foundation Career Award (2002-2007) and a NASA GSRP Fellowship (1994-1997).

Robert Jakobsze

Robert Jakobsze is the Vice President of Enterprise Systems Development at the New York Stock Exchange Group. Robert joined the NYSE in 2001 and is responsible for the development, maintenance and support of a broad portfolio of custom and packaged enterprise applications and tools. Robert created the NYSE's first Enterprise Architecture group and program, has successfully delivered many significant software engineering projects, has managed large-scale programs for the NYSE, and has standardized development approaches around an iterative life cycle, architecture-first priorities, and industry best practices in software project management. Before joining the NYSE, Robert spent 14 years in software development and systems engineering in the manufacturing, utility and hospitality industries. He received his BS in Physical Sciences from St. John's University, BS in Electrical Engineering from New York Polytechnic University, and MBA from New York Institute of Technology. Robert is a New York State Licensed Professional Engineer.

Fred Kauber

Fred Kauber is SVP of Enterprise Platform Solutions at First Data Corporation; in this capacity, he is responsible for the strategic development and operation of enterprise web, ERP, CRM and new product platforms. Prior to joining First Data, he held senior leadership positions in technology, product management/development and operations at IBM, Dun & Bradstreet, Reliance Insurance, and Bigfoot Interactive. He has been a frequent speaker at industry conferences over the past decade on the topics of e-commerce, web application development/architecture and business enablement via emerging technologies. Fred is a Six Sigma Black Belt candidate and possesses an MBA in Finance & International Business from NYU and an MS in Telecommunications from Pace University. First Data Corporation is a Fortune 500 financial services leader offering transaction processing products and services in the credit, debit, stored value, and check verification segments. The company has 27,000 employees worldwide and generates over \$5 billion in revenue annually.

Cheryl Mascaro

Ms. Cheryl Mascaro is a 23 year veteran of implementing Business Automation Solutions. Cheryl has spent the last 14 years with Intel driving a number of Enterprise-wide programs including establishment of the Enterprise ERP Release Management capability, Director of Intel's ERP Upgrade and enterprise wide leadership for infrastructure controls for Sarbanes-Oxley. Cheryl is currently a senior Enterprise Architect heading up the Enterprise Business Architecture and Pathfinding organization within Intel's Information Technology group. Cheryl has a BA from California State University, Sacramento. Cheryl has two children and resides with her husband in Roseville, CA.

Brand Niemann

Dr. Brand Niemann currently works in the Office of the Chief Information Officer of the Environmental Protection Agency as a member of the Enterprise Architecture Team where he leads the EPA Data Architecture for DRM 2.0. Brand also spends considerable time in support of Federal CIO Council activities serving on both the Architecture and Infrastructure and Best Practices Committees as the Secretariat of the Best Practices

Committee, Co-Chair of the Service-Oriented Architecture CoP and Co-Chair of the Semantic Interoperability CoP, and Lead for the DRM 2.0 Implementation Through Iteration and Testing Team. He has received special recognitions and awards from the U.S. EPA, the U.S. Department of the Interior, the US Geological Survey, LOTUS Best Application, ComputerWorld-Smithsonian Competition, Vice President Gore's Hammer Award, OMB, the Quad Council, and the Council for Excellence in Government, the Architecture & Infrastructure Committee, the Best Practices Committee, and the American Council for Technology and Its Industry Advisory Council. Brand is a Member of the E-Gov Institute and FCW Events Program Advisory Board (2004 - present) and the XML Conference Planning Committee (2004-2005).

Todd Stephens

Dr. Todd Stephens is the technical director of the Collaboration and Online Services for the BellSouth Corporation, an Atlanta-based telecommunications organization serving over 44 million customers in 20 countries. Todd has served as the director since 1999 and is responsible for setting the corporate strategy and architecture for the development and implementation of the Enterprise Metadata Repositories, which include metadata, data transformation, component, XML, content, documentation, UDDI, messaging, metrics, interfaces, enterprise reuse, and the Enterprise Information Portal using XML technologies. For the past 20 years, Todd has worked in the Information Technology field including leadership positions at BellSouth, Coca-Cola, Georgia-Pacific and Cingular Wireless. Todd writes a monthly online column in DMReview and has delivered keynotes, tutorials and educational sessions for a wide variety of technology conferences. Todd holds degrees in Mathematics and Computer Science from Columbus State University, an MBA degree from Georgia State University., and a Ph.D. in Information Systems from Nova Southeastern University. The majority of his research is focused on Metadata Reuse, Semantic Zooming, enabling Trust within the Internet, Usability and Repository Frameworks. On this, Todd has been awarded nine U.S. patented and pending patents in the field of Metadata.

Sam Vetto

Sam Vetto is an Enterprise Architect for The Hartford Insurance Company. He is currently responsible for developing and communicating the SOA integration strategy for the P&C division. During his six years at the The Hartford, Sam has served as an architect on strategic projects supporting the P&C lines business. Additionally, as one of the founding members of the Foundation Services team, Sam helped to define the Web Service strategy, best practices, and provided Web Service design and implementation support for application teams across P&C.

Christoph Wienands

Christoph Wienands is Software Engineer in the Platform Technologies Group at Siemens Corporate Research, NJ. His research focus lies in software product lines and related methodologies, such as model-driven development and Software Factories, on which he recently published the book "Practical Software Factories in .Net". Through his research activities he frequently visits and speaks at conferences. He received his Diplom-Informatiker (FH) at the Furtwangen University of Applied Sciences, Germany. Siemens Corporate Research is part of the global Siemens group, a global powerhouse in electrical engineering and electronics. The company has around 461,000 employees and provides innovative technologies and comprehensive know-how to benefit customers in 190 countries.

