

BLAKE SENFTNER

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Technology Executive with management experience in startup development, program/project leadership, product development, software engineering, systems architecture, artificial intelligence, interactive broadcasting, streaming media, and 3-D graphics production and application design.

- Increased company valuation \$25 million; achieved industry 1st for live interactive broadcasting using RealNetworks technology.
- Directed or was key in development of 20+ commercial software products including pre-Windows GUI, 13+ award-winning interactive documentaries, 3-D games and interactive live broadcasting network.
- Designed three complete software development/production environments including processes, systems, roles and verification.
- Led initiatives to track legislative changes, competitive intelligence and future programming needs for \$10 million company.

Leader with record of guiding organizations, leveraging technology and implementing leading-edge solutions to meet corporate goals.

- Founder and CEO of media technology startup Flixor, Inc., an automated visual effects for advertising and promotions venture.
- Key member of team that created Tiger Woods PGA Golf for Sony PlayStation, Brunswick Bowling 2 and NCAA Football 2001.
- Instrumental in the formation of organization to monitor the development of interactive broadcast and digital cable standards; liaised with industry leaders including Apple, RealNetworks, the FCC, Liberate, MHEG, CableLabs, Microsoft and others.
- Facilitated interactive broadcast pilot program with the NHL by creating system to filter offensive language.

Visionary with big-picture focus and respect for the rigorous process of new technology development.

- Lead engineer in initial development of Sony PlayStation; trained in Tokyo by original OS team; transferred knowledge to US staff.
- Launched company at age 17; created games for Commodore computers sold nationwide at Sears and Kmart.
- Invited to speak at international software conferences on CD interactive documentary production system and streaming media techniques.
- Patented an automated visual effects technology that automatically replaces actors in filmed media with anyone (see Flixor position below)

Effective team builder and mentor. Articulate communicator able to gain consensus and resolve issues. Outstanding analytical, organizational and interpersonal skills. Thrives on challenge and brings calm to high-pressure environments.

MBA, Beta Gamma Sigma Honors Society, Argyros School of Business & Economics, Chapman University, 2005

BSBA, Management Information Systems, School of Management, Boston University, 1988

Senior Graphics Consultant, Boston University Graphics Lab, 1985-1988

PROFESSIONAL EXPERIENCE

FLIXOR INC., **Founder and CEO**, 2005-present

Founded, incorporated, and developed a visual effects technology venture with 3 additional partners; patented technology, secured partnerships, produced technology demos, performed pitches before private and VC potential investors, and generally guided Flixor's stealth development. Awarded US Patent No.7460731 "Personalizing A Video": processes and apparatus for creating libraries of digital actors, libraries of personalization-ready media, and the automated creation of advertising and popular media with consumers and product placements realistically inserted.

RHYTHM & HUES STUDIOS, INC., **Finance and Operations Analyst**, 2002-2005

Analysis and forecasting of resources and capacity for ongoing film productions. In addition to general production management, projects include a semi-automated staffing tool, creation of software tools and processes for bids vs. actuals reports and production requirements forecasting.

PANDEMIC STUDIOS, **Behavior Animation A.I. Engineer**, 2001-2002

Converted strategy simulation engine to create 3-D volleyball game utilizing artificial intelligence software. Designed character behavior system and animation warping technology that corrected character animation precision errors.

ROTOR COMMUNICATIONS, INC., **Director of Research**, 2000-2001

Recruited to monitor course of technology, competitive landscape and changes in legislation to ensure the ability to meet present and future software development needs. Managed projects for the NHL, RealNetworks, QuickTime and producer for 45-minute live variety show.

ADRENALIN INTERACTIVE, INC., **Technical Director**, 1998-2000

Directed 20+ staff in completion of key software development contracts. Authored 3D Studio MAX export plug-in. Designed competitive animation system, enhancing company position in the industry. Evaluated emerging technology platforms.

RHYTHM & HUES STUDIOS, INC., **Senior Software Engineer**, 1994-1998

Established interactive division; led 5-member team in architecture of new production system that resulted in ability to employ high-resolution animation production environment for low-resolution Sony PlayStation products. Saved \$400K by creating emulator for Sony development hardware. Created a simulation environment scripting language and digital artist training program.

SONY IMAGESOFT, **Lead Software Engineer**, 1994

Liaison to original Sony PlayStation OS development team in Tokyo; managed knowledge transfer/trained US staff.

Prior Experience:

ELECTRONIC ARTS, **Software Engineer**, 1993-1994;

PHILIPS INTERACTIVE MEDIA, **Senior Software Engineer**, 1990-1993

PACTEL TELETRAC, **Software Design Engineer**, 1988-1989

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Selection of Professional Achievements

Traveled to Washington D.C. and lobbied the E.P.A. with Rich Tait, principal of Tait & Associates, an environmental architecture firm. The goals of the lobby effort were to share statistics gathered by Tait & Associates in regards to environmental regulation impact in California that is under consideration for adoption at the federal level, as well as to present Tait & Associates as an information resource for the federal E.P.A., formally beginning a long term relationship between the two organizations. All goals were met beyond expectations.

Designed and executed a Strategy Audit of the Architectural Planning Division of Tait & Associates, an environmental architecture firm located in Santa Ana, CA. The audit was composed of an analysis of recent history for the firm, communications between management and staff during this period, and then a survey of the staff to determine the level of understanding between staff and management. The audit concluded with a recommendation for a unified communications strategy between management and staff, with each stage of development for accomplishing the communication objectives desired by management outlined in detail.

Designed and executed an Operations Audit of Rhythm & Hues Studios. The audit composed of an analysis of studio processes, production pipeline, hierarchical management structure, production/job structure and a survey of the opinions of management and staff about their official and unofficial duties, quality of job experience and perspective of the future.

Designed and implemented a studio capacity forecasting tool for Rhythm & Hues Studios. Written within the Visual Basic environment behind Microsoft Excel, this tool generates a stochastic forecast of digital artist activities, gauging studio resources day to day, allowing for identification of critical resource bottlenecks and scenario analysis. An additional tool data mines past studio capacity usage, generating a feedback loop into the forecasting tool that improves the quality of the stochastic forecast.

Designed and implemented a "bid versus actuals" operations report generation system for Rhythm & Hues Studios. Multiple data sources, (FileMaker, and proprietary web interfaces), feeding into a C++ interpreter that generates Excel workbooks, this system allows for the generation of job bidding comparisons with time card records. Analysis generated includes activity type estimates against actuals, institutional learning identification, and observed trend statistical verification.

Designed and implemented animation warping system, correcting precision loss due to lower level animation blending system, integrated solution into an existing game engine under deadline. This technology is the key component converting a Real Time Simulation (RTS) game engine into a sports simulation engine capable of the precision of motion necessary for team player interactions. This technology was developed in C++ for the PlayStation2.

Designed and implemented "watermarking" technology for live broadcast synchronization between RealNetworks video streams and Rotor Communications interactive data streams. Upon release of this technology, it contributed \$25M to the valuation of Rotor Communications.

Wrote & Produced "Supreme Beings of Leisure: Leisure Vision Live" 45 minute live Internet performance and talk show. Handled negotiations with talent, host, and recording label, wrote telecast script, supervised development of interactive broadcast elements, set construction and final broadcast.

Author of 3D Studio Max Export plug-in. This plug-in corrects a number of bugs and non-production ready issues with the ASE exporter that ships with 3D Studio Max. Used by several game development houses, it is available as a free download from www.PopDigitalTech.com.

Designed and implemented production system for visual effects company Rhythm & Hues Studios new interactive division. Initial consultation contract developed into creating a new division for the studio, new production pathways, and the development of an arcade video game. Developed many aspects of the production and run time software, including creation of a PlayStation emulator for their SGI network, developer documentation; development of texture, sprite and z-buffer codecs; authoring A.I. for multiple characters; building of multiple game environments, developed training program and trained initial scripting staff.

Technology transfer engineer for Sony Computer Entertainment during initial development of the PlayStation. Traveled to Tokyo to work on the PlayStation operating system with the original development team, returned to the United States and transferred knowledge to Sony U.S. engineering staff.

Created interactive documentary production system for Philips Interactive Media during the early 1990's, before the wide spread adoption of CDROM technology. Developed interleaved streaming technology with up to 17 interleaved video, audio and data streams. Employed production system to create thirteen original interactive documentaries: twelve on the lives of famous artists and one on the history of flight. Eight of the titles are multi-lingual, each produced in seven languages.

Working with Dr. Jane Fedorwicz, developed an implementation of her information modeling research as an Intelligent Decision Support System (IDSS). The IDSS was composed of a C language and Lisp language hybrid environment for use by non-technical financial and accounting professionals. It incorporated a 3D visualization environment, a spreadsheet styled interface and many financial modeling and general accounting functions. Demonstrations of the system included an interface that adapted to the user's purposes, many financial decision tools realized as 3D visualizations and an accounting system capable of 3D cash flow animations.