

**ARON TRAURING**

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PROFILE

I have worked nearly 30 years for high-tech companies in the US and abroad. I served in senior positions doing technical development and software project management — I was one of the original developers of Statemate, a statechart simulation tool (statecharts are now part of the Unified Modeling Language). I also served in senior positions doing international sales and marketing for major high tech companies. A serial entrepreneur, I co-founded one of the earliest successful interactive media agencies, an Internet B2B services company as well as a software startup.

EXPERIENCE**CEO AND CO-FOUNDER, ZOTECA; NEW YORK, NY — 2000-PRESENT**

Founded a software startup, Zoteca and raised seed investment to develop a patent for the secure and robust exchange of data in distributed environments. In the post-9/11 recession climate, migrated the company to become a successful open source IT consultancy, helping customers apply free and open source technologies to software projects and IT systems. Aron is currently managing a team of 6 developers in a green fields software development project for a large non-profit. It is a two year project using technologies that include JBoss, Seam, Hibernate, MySQL, JSF, JBoss Drools, Linux, Eclipse, Trac and Subversion.

INSTRUCTOR, CUNY T+/SCHOOL OF PROFESSIONAL STUDIES; NEW YORK, NY — 2005-PRESENT

Develops and teaches courses on the following topics: Software Project Management: An Agile Approach, Object Oriented Analysis and Design, Internet Technologies and Open Source Security Tools.

INSTRUCTOR, NETCOM INFORMATION SYSTEMS; NEW YORK, NY — 2005-PRESENT

Teaches Ubuntu and Novell/Suse Linux: Linux+, Linux System Administration, Linux Network Administration.

CTO AND CO-FOUNDER, ONEBIGTABLE.COM; NEW YORK, NY — 1999-2000

Helped establish multimedia company with NY Times food columnist Molly O'Neill. Key player in founding team that developed B2B business plan which raised \$2.5 million at a \$9 million pre-money valuation in summer, 1999. Supervised development of first version of site, including the most sophisticated recipe search engine of any food site. Left to found Zoteca when OBT became a pure B2C media platform.

CEO AND CO-FOUNDER, MAXIMA MULTIMEDIA; KFAR SAVA, ISRAEL — 1994-1999

Established and managed MAXIMA, a world-class, award-winning interactive agency that specialized in the area of culture. Among its clients were Beth Hatefutsoth and the Israel Museum in Israel and the Memorial Foundation in New York. MAXIMA reached over \$1 million in annual billings.

DIRECTOR OF EUROPEAN SALES, AMDOCS; TEL AVIV, ISRAEL — 1990-1993

Responsible for developing the European market for a \$100 million systems integration and information technology company. Reported directly to one of AMDOCS founders, the Senior VP for Sales & Marketing.

MANAGER INTERNATIONAL CUSTOMERS OPERATIONS, I-LOGIX; SLOUGH, ENGLAND / BOSTON, MA — 1988-1990

Responsible for marketing, sales and support of STATEMATE (a high-level systems specification and testing tool) in international markets. Helped create a worldwide distribution network. Brought sales to a level of \$1.5 million, representing over 50% of the company's revenues.

SENIOR PROJECT MANAGER, I-LOGIX (AD-CAD); REHOVOT, ISRAEL — 1983-1988

One of the company's first employees. Responsible for managing several critical projects, including porting STATEMATE to new workstation platforms. Actively involved in the establishment of a new marketing organization in the U.S. which became i-Logix.

SENIOR SYSTEM SPECIALIST, SEED SOFTWARE; PHILADELPHIA, PA — 1980-1983

Participated in the development of new products and the enhancement of existing ones for a Codasyl-DBMS package.

ADMINISTRATIVE SERVICES ANALYST., ARTHUR ANDERSEN; PHILADELPHIA, PA — 1979-1980

Participated in all phases of small and large scale IT projects.

EDUCATION

University of Pennsylvania; Philadelphia, PA Moore School of Electrical Engineering, *Course work only*, 1980-1981

Carnegie Mellon University; Pittsburgh, PA School of Urban and Public Affairs (SUPA) *M.S. Public Management*, May 1979

Hebrew University; Jerusalem, Israel, Visiting student, 1975-76

Columbia College; New York, NY, *B.A. Urban Studies*, May 1975

SKILLS

With a long and varied career I have acquired a wide range of diverse skills. My key talent, which I apply in whatever I do, is being a great problem solver. Whether dealing with internal team conflicts, crashed servers, getting a customer to sign a contract or squashing a software bug, I have an innate ability to quickly analyze a problem and break it down into components, and then synthesize and implement an effective solution.

From my years in marketing and sales I learned how to be an effective communicator - both as a speaker and writer. I also came to understand that success requires one to take a customer perspective and focus on people more than technology. I apply these skills when I stand in front of a class or lead a team meeting or report to management about project progress and pitfalls.

From my years in managing software projects both in other companies and my own, I have learned that success means delivering working software that meets customer needs. By focusing on that criterion I consistently deliver successful projects on time and on budget.

From my years in leading technology teams, I know that I must be as familiar with technology as any team member. Over the years what's hot in technology has changed but my current tool kit covers both programming and system administration. For enterprise programming projects: Java 5, EJB 3, JPA, Hibernate, JSF, Richfaces, Seam, JBoss, JBoss Rules, SQL (in various flavors), XML Python, Eclipse, Subversion, TestNG and Trac. For network and system administration: Mac OS X, Linux (including Red Hat, Suse and Ubuntu), Bind, Apache, Samba, NFS and various open source security tools. If push comes to shove I can manage a Windows Server 2003 box as well (although I prefer not to).