

# Joseph P. Chiarella

Greater Harrisburg, Pennsylvania, USA area

Personal: <http://www.JoeChiarella.com>  
LinkedIn: <http://linkedin.com/in/josephchiarella>

## Executive Summary

Seasoned high-tech startup executive and operator. Creative product ideator/architect. Inspiring and skilled seller of vision. Insightful and empirical data analyst and systems-thinker. Consultative results-focused team manager that works seamlessly across organizational lines.

## Highlighted Career Accomplishments/Skills

- Co/Founder in six startups. 13 commercial software products conceived, architected and launched with lifetime installations in excess of 300 million computers.
- Have managed teams responsible for infrastructure, architecture and data center operations, programming, database and public facing services. This includes teams spanning three continents (Europe, US and AU).
- Consultant/advisor to companies working with technicians thru Directors of Boards.
- Direct experience in sales, marketing, consulting, systems engineering, software design and engineering, database design and management, product management, IT management, equity financing, corporate formation and liquidity events.
- Skilled at breaking down business models and understanding, quickly, what makes them tick and why they will or won't succeed - or what is required to make them succeed.
- Strong science, math and software engineering background. Work effectively with professionals in those fields.
- Empirical and analytic nature combined with strong market intuition enables data-driven decision-making while avoiding analysis-paralysis.
- Founder/shareholder in two startups (PestPatrol and XPL) with a combined \$60m in exit value (average 4X return for shareholders) and hundreds of millions of dollars in revenue
- Testimonials (see below) speak to my ability to simultaneously envision and lead the big-picture while executing that vision at the detail level.

### Business

- Startup Formation
- Raising Equity Capital
- Liquidity Events
- Technical Team Mgt
- Persuasive, Inspiring Presenter of New Ideas
- Consultative business advisor

### Product

- New Product Ideation/Visioning
- Product Architecture
- Product Management
  - Strategy thru details
- Product Socialization
- Building/Presenting Product Business Cases

### Technical

- VLDB/OLTP/OLAP
- DB Architecture/Design
- SW Architecture/Design
- 30+ years' experience programming in a variety of languages on multiple platforms incl Python/R.
- Strong Empirical Data Analytics Design Insight

## Industries

Computer Software, Cyber-Security incl Cryptography, Information Technology, Retail, Consumer Packaged Foods, Secondary and Post-Secondary Education, Publishing

## Experience

### Patent Index, LLC Founder/President

2017 – Present

[www.PatentIdx.com](http://www.PatentIdx.com)

Patent Index is a commercial services business that provides actionable data (feeds, reports, custom analysis) regarding US Patent Data and more to economic development entities, patent law firms, enterprises with substantial patent portfolios, venture capital firms, universities and more. The Patent Index structured database is comprised of over 3million patents plus Census, NAICS, IRS and other data (over 200 million rows across 40 tables) – and growing daily.

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## **The Inventiveness Index** 2015 – Present **Founder/Researcher** [www.InventivenessIndex.com](http://www.InventivenessIndex.com)

This economic development project ranks the inventiveness of the top 250 metro regions in the nation. Over a dozen indices rank things like the number of patents from the inventors in that metro, the density of inventors per capita, the kinds of inventions they create, "up & coming" and much more...

## **Business & Product Strategy Consulting for Premier Clients** 2014 – Present **Owner** [www.JoeChiarella.com](http://www.JoeChiarella.com)

My clients (startups to multi-nationals) seek to improve their business in general, or their product strategy, or both. I help them achieve those goals by employing my Strategic Focus Alignment business model and my experience and technical expertise in IT. A sample of projects:

- **Product Positioning** for a Cyber Security product company in Silicon Valley
- **Product Security Review** for a Health IT company in Midwest
- **Product Strategy** Review & Recommendations for a global Cyber Security company
- **Product Definition** for a Health IT company in Mid-Atlantic
- **Business Strategy consulting** for a Health IT company in Mid-Atlantic
- **Product Mgt / Launch Mgt** for global wellness company

## **Colloid, LLC** 2010 – Present **Co-Founder, Managing Member** [www.UberCrypt.com](http://www.UberCrypt.com)

- Crypto-Designer for the UberCrypt Framework (US Patents 8767954 and 9118481)
- Software designer in collaboration with business partner acting as software engineer

## **AVG Exploit Prevention Labs, Inc.** 2007 – 2010 **Sr. Product Architect** [www.AVG.com](http://www.AVG.com)

- Product Architect for LinkScanner products and BigData Engine and worked closely with Product Management team on releases
- Development team manager for internal "big data" system and related data center.
  - A Big Data application that managed and performed data collection for then 60+/- million users, now 300+/- million. This VLDB averaged 9Ktps, now over 30kTPS. It included an executive dashboard for real-time and near real-time threatscape analysis. This system is still in operation today and is highly valued by AVG.
- Developed new product ideas, business cases and presented to CTO/C-Suite

## **Exploit Prevention Labs, Inc. (XPL)** 2006 – 2007 (acquired by AVG) **Product Manager & Founding Shareholder** [www.ExpLabs.com](http://www.ExpLabs.com)

- Co-founder (with five others) and integral to corporate formation, equity financing and all material business decision-making
- Product architect/manager – involved in all aspects of engineering and marketing (managed several software new product launches as well as numerous "one-off" partner products)
- Managed back office IT as well as front facing web technologies and help desk

## **Executive Consulting & High-Tech Startup Advisory Services** 2004 –2007 **Owner** [www.JoeChiarella.com](http://www.JoeChiarella.com)

- Product management consulting for small to mid-cap companies
- IT consulting services

## **Harrisburg University of Science and Technology** 2003 – 2004 **Sr. Technology Officer** [www.HarrisburgU.edu](http://www.HarrisburgU.edu)

- Significant contributor to all instructional design aspects of the classrooms (both university & the high-tech high school we designed/built/managed), particularly as it relates to technology in the classroom
- Designed, bid out and managed/implemented several million dollar budget of technology (IT, A/V and more) for high-tech high school

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**Yellowcakes, Inc.** 2003 – 2007 (dissolved)  
**Co-Founder, Shareholder** [www.Yellowcakes.net](http://www.Yellowcakes.net)

- Technology architect and manager (oversaw two releases of website database application)

**SaferSite, Inc. d/b/a PestPatrol (acquired by CA)** 2002 - 2004  
**Software Product Manager, Shareholder** [www.PestPatrol.com](http://www.PestPatrol.com)

- Product Manager for PestPatrol software (several software releases during my tenure)
- Product Architect for ver. 4 of the consumer software and the 1<sup>st</sup> Software Development Kit
- Managed portions of back office IT development and operations

**Personal Learning Technologies, Inc.** 1997 – 2002 (dissolved)  
**Founder and CEO**

- Originator of the Smart Learning System concept, product architect/manager (two product launches)
- Founding CEO, raised three rounds of equity capital
- Originator of the “Learning Molecule Model” presented at SALT Conference in 2002

**Imagination Industries, Inc.** 1984-2003 (dissolved)  
**Owner**

IT consulting services and new product development: US Patent #5332264, Designer and developer of software game “Trichi” rated 5 stars by C-Net (then Ziff-Davis), Incubated Smart Learning System; spun off as Personal Learning Technologies.

**The Hershey Company** 1991 – 1996  
**Group Leader, Architecture and Infrastructure Development** [www.Hersheys.com](http://www.Hersheys.com)

- Responsible for a team that managed all personal computing related architecture and infrastructure development for this multinational Fortune 500 company
- Introduced client-server and other new technologies to the company

**McCrorry Stores Corporation** 1985 –1991  
**End-User Computing Manager**

- Responsible for all aspects of personal computing for \$1B+ retailer incl: help desk, training, new technology evaluations/introductions and customized end-user systems development.
- Designed/programmed an un-attended PC software distribution system using the 4381 mainframe
- Designed and programmed a pre-Windows graphical user menu system

**Superior Computer Systems, Inc., d/b/a ComputerLand** 1982 – 1984  
**Training and Support Coordinator**

- Startup of the training and support division of this company. Division was profitable in six months.
- Prior: Sales & Marketing Manager, Account Rep (straight commission) and Systems Engineer.

## Other Contributions

CoderKids and ExecuStar	Board Director for both of these non-profits
PSU/Hershey Med Center:	Member, Commercialization Advisory Board (2011-2016)
Data Motion, Inc.:	Member, Board of Advisors (2008-2016)
PA House of Representatives:	Emerging Technologies Task Force (2002)

## Selected Education

ExecuStar (Harrisburg)	'12-'13 PT	9-month exec entrepreneurial development program
Leadership Harrisburg Area (Harrisburg):	'93-'94 PT	9-month civic leadership development program
Stevens Institute of Technology (Hoboken, NJ):	'80-'82 FT	Theoretical Physics

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## Testimonials

2016	"Most would agree that without a vision you will perish. Not just personally, but professionally. I have had the privilege to work with some great minds in my InfoSec career. No one has helped me understand, decide, and move forward with a vision like Joe. If you have an opportunity to spend time with him, take heed to his counsel as it is very sound. What is unique about Joe is the models are based in his experience in and around companies in different stages in business life cycle, as well as playing many different roles. This isn't just about theory, it is learning where you are at so you can adjust and get to where you want to go. It is no surprise that Joe would rather spend his time sculpting. For now, he is busy providing the tools and the confidence for executives to face the big rock they are staring at and make one cut at a time. Each one with the awareness of what the business will look like when you have completed the work set before you." – <b>Scott Markle, Owner/CEO, WestCoast Labs</b>
2016	"Joe Chiarella has been working with me as a business consultant for about 9 months now. Working with Joe has completely transformed my business! I've been attending executive training classes, and the classes are extremely helpful. However, those classes would have only had a fraction of the benefit without the help of Joe Chiarella. Not only is Joe brilliant, but he is articulate, compassionate, and trustworthy. He really understands business, knows how to communicate that knowledge, and helped me to translate that knowledge into almost immediate results for my business." – <b>Mike Kreamer, Founder/President, PsyTech Solutions</b>
2015	"I have known Joe for nearly 20 years and throughout that time he has always impressed me with his intellect and passion for service, often without expectation of personal gain. Joe can always be counted on to do the right thing and the honorable thing, without compromise. He can also be counted on to exercise the highest levels of skill, care and judgment. He has a vast array of good attributes and qualities, the sum total of which are rarely found in one single person." – <b>Michael Hund, Esq., Partner: McNees, Wallace and Nurick</b>
2014	"I have known Joe Chiarella for many years and have found him to be honest, smart, and thoughtful. His determination and commitment get results in everything he does. And integrity guides him to give genuine value to his customers, the best atmosphere for colleagues and employees to succeed, and caring to his friends. Joe is a hardworking, top-performing IT professional and very good person." - <b>Paul Gates, Biz Dev Consultant</b>
2010	"Joe is one of those few people with strategic thinking and at the same time sense and passion for detail. He can come up with completely new and innovative ideas, create business cases and make sure that all fits into one place and is delivered; really a character of many skills. Great guy to work with!" – <b>Karel Obluk, CTO, AVG</b>
2010	"Joe helped me start Exploit Prevention Labs, which we eventually sold to AVG. His official role was product manager, where he displayed a great eye for design, but he also built our initial (and excellent) stats database and website. As we grew, Joe also showed that he was a great judge of talent, by hiring some excellent database and web guys to build on his initial work. Joe only knows one pace to work, which is full on." - <b>Roger Thompson, Chief Emerging Threats Researcher, ICSA Labs (&amp; co-founder of Exploit Prevention Labs – acq by AVG)</b>
2010	"I have worked closely with Joe for nearly 4 years. In this time I have come to know him as one of the hardest working, honest, business savvy individuals that I have ever had the pleasure of being associated with. For our organization Joe was instrumental in forming the strategic goals which ultimately led to the company's success. Joe also has the unique ability to always maintain a clear focus on that 'big picture' even while mired in daily tactical issues. I know that Joe would have a significant positive impact on any organization that was fortunate enough to have him." – <b>Greg Mosher, VP Engineering, AVG Technologies (&amp; co-founder of Exploit Prevention Labs – acq by AVG)</b>
2009	"Joe Chiarella has the amazing quality of being able to focus on many things, but in order. He is honest, hardworking, genuine, interesting and kind. Really smart too. I've had the pleasure of being not only his business associate, but also his friend, for many years. He can answer your questions." - <b>Michele Krebs, Recruiter</b>
2005	"Joe Chiarella is all about integrity. When he investigates the inner workings of a company, his assessment is honest, clear and encompasses the best interest of the business. Joe's dogged determination and commitment makes him a trusted and valued partner in working for the success of a business. I have experienced Joe's ability to understand and clearly communicate what is needed for a business to move from a startup to becoming a player in the market. He understands the business cycle process and what it takes to develop a competitive business." - <b>Marsha Davis, Exec Director, Murata Business Center</b>
2005	"We basically entrusted the future of our company to Joe's thoughtful consideration. We let Joe look into our proprietary code because he has a unique level of trustworthiness; He is one of the few people from whom we are more interested in a promise than a legal agreement. We chose Joe because he has a nuanced understanding of the stages of technology development, and the powerful impact of an analyst's recommendation. We knew he would tell the truth, but we knew he wouldn't use a broadsword where a scalpel was required." - <b>Treff LaPlante, President, Express Dynamics, Inc.</b>
2004	"Joe Chiarella joined the PestPatrol team at a critical point in our evolution. Joe worked with our development team to architect and design the core engine that performs all the critical functions of our product. His architecture provided the basis for the creation of our SDK, which became a key factor in the overall success of the company. It enabled third party developers to integrate PestPatrol in a variety of applications. Joe's unique ability to envision our product as well as pay attention to the details, added significant value to the company." - <b>Bob Bales, Co-Founder/CEO of PestPatrol (Acq by CA)</b>