Joe Chiarella

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Experienced Executive

Since early 2023, I've been focused on research around the emerging technology landscape which includes Artificial Intelligence, BioTech, Quantum and other Computing, Energy, Materials and Space. My focus has been on understanding the relationship between technology and society and how to help society keep pace with and adapt to the accelerating rate of technological developments. Some findings are captured in my paper "Bending the Blue Curve" on my personal website.

General History:
Private Sector: Throughout my career I've enjoyed a wide range of roles. Starting in computer programming, progressing through technical management positions at a national retailer and a Fortune 500 company, then evolving into entrepreneurial ventures founding multiple startups. Two of these were cybersecurity software companies with users in excess of half a billion, revenues in the hundreds of millions of dollars and exits valued at over $50M. I've been awarded three patents, most recently in cryptography, and have a proven track record of success as a product strategist, technology architect, and business advisor across diverse industries.

Public Sector: It has always been important to me to be a contributory citizen. In high school I was the co-founder of the Student Action Committee negotiating with the School Board and working with the Superintendent for improvements in the public school system. At the same time, as the Chair of the City Council Youth Commission, I worked with the Council on public policy for youth engagement and I also worked at the Senate of Pennsylvania as a Page. Later, as an adult and graduate of Leadership Harrisburg, I went on to serve on various non-profits Boards and Committees supporting the arts, kids and coding, entrepreneurship, healthcare tech, and the PA House of Reps Emerging Technologies Task Force. Finally, most of my civic volunteerism has been with the Technology Council of Central PA, or on the Board of SWFL Tech, and other less-visible organizations striving to help build tech ecosystems.

Industry Experience	**Objective Assessments**
Software, Internet, Cyber Security, Cryptography, Intellectual Property, Education, Learning, Consumer Packaged Goods, Retail, others...	GallupStrengthsCenter.com: Futurist, Strategic, Achiever, Learner, Ideation LeadershipCircle.com: Purposeful & Visionary, Strategic Focus, Personal Learner, Caring Connection, Mentoring & Developing KolbeCorp.com: Entrepreneur (6374) Mensa.org: (past) member

SELECTED ACCOMPLISHMENTS:

Business Acumen:

- **Strategic Focus Alignment:** Guided dozens of company founders through turnarounds, transitions, pivots, successions, mergers & acquisitions, growth and, in a few cases, implosions. Industries served include Software, Wellness, Wine, Internet, CBD, Distribution, Manufacturing, Government, VAR, Healthcare, Biotech, Venture Capital, Private Equity, National Defense, Non-Profits… See numerous testimonies from clients on the testimonial page.

- **Exploit Prevention Labs:** Led product (CPO), systems (CIO), and operations (COO) from startup to exit in 22 months. Acquired by AVG for $19M. 4X ROI for investors. Generated revenues for AVG in the hundreds of millions of dollars. Key insights: 1) leverage Google organic results for both visibility of LinkScanner value, and threatscape data collection. 2) Pivot to OEM SDK to drive market adoption. See testimonials from Roger Thompson, Greg Mosher, and Karel Obluk.
- **PestPatrol:** Product leadership enabled hockey stick growth from 17 people and revenues of $2M to 72 people and $17M over a 2-year period, culminating in the sale to CA for $40M. Recruited by Board of Directors with two mandates: fix product strategy and company structure. Rearchitected product/technology and reconstituted engineering team. Facilitated restructuring of the Board and some leadership. See testimony from PestPatrol CEO Bob Bales.
- **Personal Learning Technologies:** Founded this startup in 1998. Raised $1M in angel investment. Constituted a Board including former Chair/CEO of AMP/Tyco, venture capitalist, and others. Hired executive team and developers. Launched our first product in under a year.

Systems, Data, & Analysis:

- **Patent Index:** Designed and built a complex ETL of weekly US PTO bulk data (XML) into structured database of 100+ tables, plus ETL of geographic, CBSA, NYSE/Nasdaq stock and other data corpuses to enable complex analysis, reporting, and data products/feeds/alerts. 5.8M patents and nearly a billion rows of data. (Python, SQL, PowerShell, HTML, SFTP, more…)
- **UberCrypt:** US Patents: 8767954, 9118481. Conceived this symmetric key stream cipher based on number theory, 3D geometry, and a novel computational structure called a MIRP Field. Developing this cryptosystem involved a considerable amount of math and computation. (Python, C/C++, NIST STS)
- **XPL/AVG:** Envisioned, architected, and led development and production of a strategic high volume (terabytes), high velocity (20k trans/sec) global 400+ million node, closed-loop big-data collection, analysis, and business intelligence reporting engine that delivered threatscape intelligence. Included standing up and managing a datacenter in Ashburn, VA. Scaled from 100K to 60M users in first three months. (SQL, .net, data architecture, virtualization infrastructure)
- **Harrisburg University:** Drove the $16M renovation of a building into a state-of-the-art science and technology centric program with $1M+ of computer, networking, and A/V installed.
- **Personal Learning Technologies:** Envisioned, architected, and built large portions of a closed-loop learning system with an expert system long before Big Data, Inference Engines, and Artificial Intelligence were in vogue. Developed a psychometric instrument that measured 72 factors about how someone learns. This became the foundation of the Smart Learning System.
- **Hershey:** Led a team that developed the first ever Common Desktop Architecture that deployed a standardized end-user computing platform for this global CPG company.

Products - Concept to Launch & Revenue:

Patent Index: Data Feeds/Alerts (95% profit)
UberCrypt (pre-rev)
PrevCAR (AVG) ($ 10+M ARR)
LinkScanner products (XPL) ($ 60+M ARR)
Public company database (**Yellowcakes**) (NRG)
PestPatrol v5 and API (PestPatrol) ($ 20M ARR)
Smart Learning System family of products (PLT)
Trichi (software logic game) (Imagination Ind)

PROFESSIONAL HISTORY			
	Title / Role	**Organization**	**Years**
	Founder, Researcher, Publisher (Part-time)	Patent Index, LLC PatentIdx.com	2014-Now
	Co-Founder, Cryptographer (Part-time)	Colloid, LLC (UberCrypt) UberCrypt.com	2011-Now
	Owner, Coach, Advisor, Consultant	Strategic Focus Alignment, LLC JoeChiarella.com	2017-2024
	Shareholder, Advisor	DataMotion, Inc. DataMotion.com	2008-Now
	Speaker (Speakers Bureau)	Vistage Worldwide, Inc. Vistage.com	2019-2021
	Entrepreneur in Residence	Univ of MD, Baltimore County UMBC.edu	2018-2019
	Sr. Product Architect, Data Center Mgr.	AVG Technologies, Inc. AVG.com	2008-2010
	Co-Founder, CPO, CIO, COO	Exploit Prevention Labs, Inc. ***($19M acquisition by AVG)***	2006-2008
	Technology Officer	Harrisburg Univ of Science & Tech + SciTech High	2003-2004
	Co-Founder, Tech Architect	Yellowcakes, LLC	2003-2007
	Shareholder, Product Mgr./Architect	Safersite, Inc. d/b/a PestPatrol ***($40M acquisition by CA)***	2002-2004
	Founder, CEO, Product Architect	Personal Learning Technologies, Inc.	1998-2002
Prior Roles	Owner, Consultant, Developer	Imagination Industries, Inc.	
	IT Architecture and Infrastructure Mgr.	**The Hershey Company (Fortune 500)**	
	End-User Computing Mgr.	**McCrory Stores (1200 store retailer)**	
	Training & Support Mgr.	Superior Computer Systems d/b/a Computerland	

EDUCATION:

BS in Physics, **Stevens Institute of Technology**, (DNC)
Certification: Entrepreneurship, **ExecuStar**, Harrisburg, PA
Certification: Leadership, **Leadership Harrisburg Area**, Civic Leadership Program

VOLUNTEERING / PERSONAL DEVELOPMENT:

SWFL Tech: Board Director responsible for Startup Ecosystem (2024)
MetroArts, CoderKids & ExecuStar: Board Director and/or Committee for these non-profits (1994-2018)
PSU/Hershey Med Center: Member, Commercialization Advisory Board (2011-2016)
Marble Sculpting, **Marble Carving Workshop**, 2009, Pietrasanta, Italy
Technology Council of Central PA: Member, Committee, Organizer (2001-2018)
PA House of Representatives: Emerging Technologies Task Force (2002)

Links to: PUBLISHED WORKS | TESTIMONIALS (Includes a short video about critical reasoning & analytical thinking skills.)