

Joe Chiarella

www.JoeChiarella.com

Experienced Executive

Objective: Interesting and meaningful work. Great teammates. Opportunity to make a material contribution.

Multi-industry (emphasis in tech industry), multi-discipline, business executive with a **proven track record of transforming innovative ideas into high-impact outcomes**. Two high value exits. Known for fast and penetrating insight and strategic foresight. I combine technical expertise with visionary leadership to develop innovative products, build scalable businesses, and achieve measurable business results. Demonstrated ability to rapidly analyze and deeply understand, then strategize, synthesize, innovate, and execute results for value creation. I add value by rapidly and effectively applying conceptual frameworks from multiple domains to entirely new domains.

Industry Experience

Software, Internet, Cyber Security, Cryptography, Intellectual Property, Education, Learning, Consumer Packaged Goods, Retail, others...

Objective Assessments

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 centered high school 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 20,000 computer 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)

About Generalists and Specialists:

*“... premodern villagers relied on things being the same tomorrow as they were yesterday. They were extremely well prepared for what they had experienced before, and extremely poorly equipped for everything else. Their very thinking was highly specialized in a manner that the modern world has been telling us is increasingly obsolete. They were perfectly capable of learning from experience but failed at learning without experience. And that is what a rapidly changing, wicked world demands—**conceptual reasoning skills that can connect new ideas and work across contexts**. Faced with any problem they had not directly experienced before; the remote villagers were completely lost. That is not an option for us. The more constrained and repetitive a challenge, the more likely it will be automated {by AI}, while **great rewards will accrue to those who can take conceptual knowledge from one problem or domain and apply it in an entirely new one.**”*

— David Epstein, *Range: Why Generalists Triumph in a Specialized World*

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

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. <i>(\$19M acquisition by AVG)</i>	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 <i>(\$40M acquisition by CA)</i>	2002-2004
	Founder, CEO, Product Architect	Personal Learning Technologies, Inc.	1998-2002
Prior Roles	Owner, Consultant, Developer IT Architecture and Infrastructure Mgr. End-User Computing Mgr. Training & Support Mgr.	Imagination Industries, Inc. The Hershey Company (Fortune 500) McCrory Stores (1200 store retailer) 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)