

**Jon E. Seidel, CMC®
(Certified Management Consultant)
Curriculum Vitae**

Professional Summary

Mr. Seidel is a Certified Management Consultant with over twenty-seven years experience in all aspects of management consulting and professional information technology and data processing. He has been an independent consultant since 1979. His experience includes significant management, budgetary, and technical experience in operations, systems programming, large-scale application design and development. Specific assignments/specialties include: Information Technology Management; Data Center Management; Software Development Management; Project Management & Project Management Office; and Audit & Assessment. Other specialties include Computer-Aided Software Engineering (CASE); vendor/product selection; strategic automation planning; litigation consulting; World Wide Web site development & management. In addition, Mr. Seidel has general business management consulting experience and expertise.

He has demonstrated expertise in the following applications:

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| § Billing | § Job-order tracking |
| § Check processing and related applications | § Litigation consulting |
| § Computer-Aided Software Engineering | § Medicaid and Medicare claims processing |
| § Configuration management | § Order entry applications |
| § Contact Management | § Outsourcing |
| § EEOC compliance evaluation and reporting | § Sales Force Automation/CRM |
| § Election tally systems | § Statistical analysis and reporting |
| § Hospital patient accounting systems | § Student registration, scheduling and state reporting systems |
| § ISO 9000 planning & support | § Systems evaluation and selection |

Mr. Seidel is accomplished in the following areas of software and hardware technology:

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|-------------------|--|
| § MS Access | § HTML / CSS |
| § APL | § IBM 360/370/30xx, System/32, System/36, Plexus, AS/400 |
| § Assembler | § JavaScript |
| § C/C++ | § Korn Shell |
| § CICS | § LAN/WAN |
| § Client/Server | § LANtastic |
| § COBOL | § Linux |
| § Control RDBMS | § Macintosh |
| § CPCS | § Mainframe computer systems |
| § Crystal Reports | § Microsoft Applications |
| § DBASE | § Mid-range computer systems |
| § DOS | § NetWare |
| § MS Excel | § Object-Oriented Technologies |
| § Fortran | |



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|---|---|
| <ul style="list-style-type: none"> § Paradox § Personal Computers and their applications § PL/I § REXX § Ruby on Rails | <ul style="list-style-type: none"> § Theos § UNIX/Linux § Visual Basic § Web 2.0 / Ajax § Windows § World Wide Web Applications |
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Expertise

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| <ul style="list-style-type: none"> § Client/Server Applications § Computer Aided Software § Computer Technology § Database Design § Engineering (CASE) § Internet Technology § Outsourcing Review/Management | <ul style="list-style-type: none"> § Software Application Design § Strategic Planning and Project Management § Windows & UNIX Systems Programming § WWW Systems, Software & Design |
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Education

<u>Year</u>	<u>College or University</u>	<u>Degree</u>
1979	Golden Gate University	MBA, Banking
1974	University of Florida	BS, Engineering Science (honors)

Professional Experience

From: 1979
 To: Present
 Organization: EDP Consulting, Inc.
 Title: President
 Summary: § Managed IT department for a Silicon Valley software manufacturer during company restructuring and turn-around. Delivered a 15% annual savings while increasing service levels with reduced staff. Coordinated Y2K project start-up.

§ Technical manager for Silicon Graphics World Wide Web development project development testing and project management assistance. Duties included: clarification of HTML and CGI specifications; interface between users and technical staff during development; planning and tracking performance; testing; final delivery and installation. Project was delivered on time and under budget.

§ Advised an independent software vendor in the planning, design, and development





of a vertical market, client/server application, and implemented recommended solutions. Activities included: project planning; quality assurance; systems assurance; development tool selection; project control office development; instituted methods for measurement and metrics; training; mentoring.

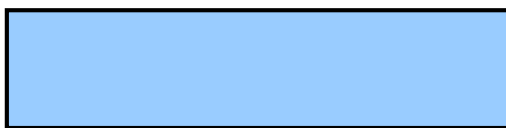
- § Directed data processing organization for major East Coast state university. Accomplishments included support for extensive statewide reporting system, professional staff development, and budget reductions by unnecessary program elimination, and long-term technical redirection.
- § Managed corporate data center and systems programming staff with multi-million dollar budget responsibility. Accomplishments included successful conversion from 370/168's to twin 3033's, coupled via ACF/VTAM to remote sister center, and major reorganizations driven by expansion.
- § Reviewed client/server project development for a large, West Coast software developer, with recommendations for improvement focused on project management, systems assurance, data administration, change control, methodology, and tools usage.
- § Assessed potential outsourcing agreement for a major Bay Area transportation and logistics company, to ensure adequate due-diligence prior to contract negotiation. Assessment included site visits, world-wide customer reference checks, financial considerations, and contractual agreements. Findings resulted in further contract negotiations and eventual positive conclusion to the deal.
- § Researched characteristics of the check-processing environment as related to IBM's Check Processing Control System (CPCS) and prepared strategic planning report for a client company considering CPCS product development.
- § Developed requirements, prepared RFP, identified, selected, and researched vendors/products, organized all product demonstrations, and recommended product alternatives for a large hardware/software startup. Areas of involvement included: database server; local area network; telephone/voice/data capabilities, including ANI interface; manufacturing and distribution systems. System was based on HP/UX.
- § Reviewed a proposed ASP/outsourcing arrangement for a telephony client which was designed to provide sales force automation functionality to local and remote salespeople. System was required to operate world-wide and provide both on-net and off-net functionality. Reviewed the agreement and proposed outsourcing arrangement, including due-diligence on the ASP vendor and contract negotiations regarding the financial and service components of the agreement.
- § Organized client DP support functions, including: initial review and recommendations; functional organization and documentation; liaison with other



user and data processing groups; development and implementation of problem tracking and reporting procedures; standards development; staff training.

- § Participated in a state-of-the-art study of distributed processing and its potential for a large California corporation. The final report was presented to senior management and became the basis for future computer systems planning.
- § Developed and supported major enhancements to the systems development methodology currently utilized by a major corporation, including consideration of the system lifecycle, structured design and programming, and management controls. Managed the unit responsible for implementing the methodology throughout one of the worlds largest Banks, including strategic planning and education.
- § Prepared strategic planning recommendations for a major banking client regarding use of Local and Wide Area Networks in planned product rollout. Recommended deferral of LAN/WAN offerings, based on lack of cost justification in that environment.
- § Selected and configured a LAN, which encompassed stations operating under Novell's SFT NetWare. Selection process included considerations for incorporating Macintosh computers into the network and link to the organization's Ethernet Backbone Network, using TCP/IP.
- § Trained client staff on a variety of subjects, including: CICS Performance and Tuning; CICS Command-Level and Macro-Level Programming; COBOL and VSAM Programming; Project Development Methodologies; IBM's Display Management System (DMS); Structured Techniques. Education assignments frequently included customized course development to client's specifications and workshops.
- § Installed a systems development methodology for a large West coast firm. Functions included strategic planning, implementation team management, marketing, educational presentations to all levels of management and users, and developing enhancements to the installed methodology.
- § Consulted to various small business firms in the Bay Area on the effective use of microcomputers. Services provided include hardware and software selection and installation; application system analysis, design, and implementation; user education; user's manual development; workflow analysis; and associated office and staff reorganizations. Eleven years developing applications in a multi-user Basic dialect with C language subroutines.
- § Designed and implemented office automation products developed for the UNIX market. Products were developed under contract for licensing to a major communications vendor. The products provided data management and spreadsheet





capabilities, to be used by office staff unfamiliar with computer technology.

§ Consulted to various firms on the installation and use of CICS. Developed and presented design, coding, and implementation standards; provided extensive education; installed and tuned CICS; developed demonstration applications. Successful installations throughout the United States included systems for university, manufacturing, health care, and government.

From: 1976
To: 1979
Organization: Crocker National Bank
Title: Manager, Northern California Operations Center
Summary: Managed one of the two data centers operated by Crocker Bank in support of its California operations. Responsibility included mainframe hardware/ software support, output processing operations including communications and microfiche center), computer operations staff and systems programming staff. The Crocker Data Center operated 24 hours a day, 7 days a week, with a staff of approximately 100 people and a budget of approximately \$7M.

From: 1974
To: 1976
Organization: Programming Methods, Inc.
Title: Consultant
Summary: Undertook a wide variety of assignments in the application of online technology, trouble shooting and application development for various clients. Duties included training, project management, organization, standards development, standards implementation and special marketing support assignments.

From: 1967
To: 1974
Organization: University of Florida
Title: Director of Data Processing
Summary: Responsible for a staff of 22 programmer analysts in the registrars, admissions and alumni offices. Systems developed and maintained provided all administrative and student records support for a large university. Responsibilities included statewide university reporting support.



Litigation Support Experience

Mr. Seidel has consulted to legal firms regarding prosecution of criminal and civil cases involving computer technology. His experience includes technical review and recommendations, deposition support and court hearing testimony, including the following matters:

- **~1994:**
Designated as testimonial witness and research consultant in *Northern Telecom V. EXP*. Provided background research and a technical opinion; did not testify at deposition or trial.
- **4/1995:**
Retained as an expert witness in *Wang v FileNet* in a case involving a contract dispute. See also 7/2001 – 8/2001, *FileNet v Chubb Group of Insurance Companies*.
- **2/1994 – 12/1995:**
Engaged as a research consultant in *California State Lottery v. High Integrity Systems, et al*, for Downey, Brand, Seymour & Rohwer in a litigation that involved a contractual dispute with several California State vendors relative to large online-real time distributed data system and the supporting telecommunications network. Testified before Judge with respect to discovery dispute. Additionally, assisted in settlement analysis. Robert B. Silva, Director of the Information Management and Services Division for the California State Lottery provided the following reference:

“Jon's prior work on litigation issues and his technical knowledge provided expertise that we could not easily obtain elsewhere.”
- **7/1996 – 10/1996:**
Designated as testimonial witness in *Compuware v. Dupont* matter for Cooley Godward, LLP. Case involved questions related to system level operation of Abend "abnormal end of program" application. Prepared expert report; deposed. Case disposition unknown.
- **3/1998 – 6/1998:**
Retained as an expert witness in *PremiereBank v EDS*, on behalf of Nelson Mullens, in a software system contract dispute and Y2K software issues. Disposition unknown.
- **12/1998 – 8/1999:**
Designated as consulting and testimonial expert in *Gateway 2000 v. Ernst & Young*, on behalf of Gateway 2000 for the law firm of Winston & Strawn. This project involved a billing system performance contractual dispute with one of the Nation's large accounting firms. Richard A. Hibey gave Mr. Seidel the following testimonial:





“Your analysis of the management aspects of GCI was trenchant. Listening to you in our meetings helped me understand these issues, reducing them from great complexity to comprehensibility. Thank you for your effort.”

- **3/2001 – 5/2001:**
Designated as a consulting expert in *Omega Cabinets, Inc. v. Jump Services* on behalf of Dorsey & Whitney LLP. The case involved the non-delivery of software and services for a customized ERP system for a furniture manufacturer. Consulted to counsel in this matter. Case settled.
- **11/1999 – 9/2000:**
Retained as an expert witness in *America West v Informix* on behalf of Cohen, Kennedy, in a contract dispute over the design and development of custom software. Mr. Seidel prepared an expert report and was deposed. Case disposition unknown.
- **5/2001:**
Designated as a consulting expert in *Carrera-Maximus, Inc. v. Halis, Inc.*, on behalf of Halis for Richard Hart, Esq. This project involved a dispute over delivery of an accounts receivable function that was one component of a much larger project. Consulted to the attorney and client regarding the matter. Case settled.
- **7/2001 – 8/2001:**
Designated as a consulting expert in *California Medical Association v. Advanced Solutions, International* on behalf of Alborg, Veiluva & Cannata. The case involved a contract dispute over member management software. Mr. Seidel consulted to counsel and drafted a deposition. Case settled before the deposition was filed with the court. Ms. Cannata gave Mr. Seidel the following testimonial:

“The extent of your knowledge regarding the complicated technology issues underlying the case was impressive. ... I believe your knowledge and insight also was instrumental in enabling us to reach a fair and equitable settlement of the case.”
- **7/2001 – 8/2001:**
Designated as a consulting expert in an insurance claim in a matter involving *FileNet and CGU* on behalf of Chubb Group of Insurance Companies. The project involved the non-delivery of contracted software and services. Consulted to the Litigation Examiner on the case and prepared a report regarding the matter. Case disposition not disclosed.
- **7/2001 – 8/2001:**
Retained as a consulting expert in *Infosys v. Onnanet* on behalf of Rivkin Radler, LLP in a case involving a contract dispute over web development work. Mr. Seidel reviewed software



development documents and provided an informal opinion as to the quality and usability of those documents for building a commercial website. Case disposition not disclosed.

- **8/2001:**
Designated as a consulting expert in *Insevo, Inc. v. Codify Inc. and Resource Adapters, Inc.* on behalf of Crosby, Heafey, Roach & May. The project involved a contract dispute and theft of trade secrets in the design of software products. Consulted to counsel and supported counsel in depositions. Case settled.
- **12/2001 – 2/2002:**
Designated as a consulting expert in *KPMG Consulting, LLV v. Cable & Wireless Global Limited* on behalf of McKool Smith. The case involved a contract dispute over custom software and services for the telecommunications industry. Case settled shortly after designation.
- **9/2001 – 4/2002:**
Designated as a testifying expert in *eProfile v. 1stWebBankDirect* on behalf of Stevens Lee, LLP in a case involving a contract dispute over web development work. Mr. Seidel prepared an expert report and a rebuttal report, was deposed, and testified before a panel of three arbitration judges in the matter. Case settled positively.
- **10/2001 – 5/2002:**
Designated as a consulting expert in *Accucorp v Kodak Software*, on behalf of McCutchen, Doyle, Brown, and Enersen. The case involved a dispute over the inclusion of proprietary software code into a commercial package. Mr. Seidel reviewed the two products and provided assistance to the attorneys in the case.
- **4/2001 – 2/2003:**
Designated as a consulting and testimonial expert in *Mitchell International v. Quivox* for the law firms of Seltzer Caplan, McMahon Vitek and for Royce, Grimm, Vranjes, McCormick & Graham LLP. This project involved a dispute over an internet-based e-Commerce product and theft of trade secrets in the auto collision repair industry. Mr. Seidel consulted to counsel and prepared an analysis and report for the presiding judge. Case settled. Gene Royce had this to say about Mr. Seidel's contribution to the case:

“...you were able to step up a level and analyze the conceptual underpinnings of the products developed by both sides and thus identify significant differences between the two sides in the case. Your report was highly effective in educating the master and ... directly contributed to the positive settlement that we were able to achieve in the case.”

- **7/2002 – 6/2003:**
Retained as a consulting expert in *FreeMarkets v Hologix* on behalf of the two parties in a





case involving development and delivery of custom software for a web-based commercial auction site. Mr. Seidel and a co-consultant prepared a joint report for the judge in this matter. Disposition not disclosed.

- **8/2003 – 10/2003:**
Retained as an expert witness in *comData v IBM* on behalf of Branham & Day, P.C. in a case involving a contract dispute over performance and billing issues. Mr. Seidel researched a number of technical issues in the case. Case settled prior to any expert report or deposition.
- **7/2004 – Present:**
Retained as an expert witness on behalf of Stroock & Stroock & Lavan, LLP and subsequently by Bartko, Zankel in a case that is still in progress.
- **6/2005 – 8/2005:**
Retained as a neutral expert witness in the matter of *Systems Management Inc v Greater Minnesota Convention & Visitors Association and Eutech*, in a case involving a dispute over software copying and derivative works, on behalf of The Webb Law Firm, Pietragallo Bosick & Gordon, LLP, and Fredrickson & Byron, PA. Case involved database and software analysis and comparisons. Suit settled pursuant to submission of our report.
- **5/2010 – 6/2010:**
Retained as an expert witness in the matter of *eForce Global Inc v Bank of America Corporation* in a case involving a dispute over project management and contract terms, on behalf of Martin H. Kresse. Case involved analysis of software and project management of a multi-party development project. Mr. Seidel prepared an expert report; no deposition was given as the case stopped following the outcome of a Motion for Summary Judgement.





Professional Affiliations, Achievements & Awards

- § Certified Management Consultant – CMC®
- § Board Member, Institute of Management Consultants USA (IMC), Northern California Chapter
- § Founding Officer and past President, Northern California Independent Computer Consultant's Association (ICCA)
- § Past National Board Officer, ICCA
- § Past University of San Francisco Information Systems Advisory Board
- § Past Member Golden Gate University Information Systems Advisory Board

Publications & Presentations

“Planning & Budgeting”, presentation to the Office of the CIO – Future CIOs Community, Pleasanton, CA January 13, 2010

“The Big Plan: One Page® Planning & Execution”, presentation to the Institute of Management Consultants Area Breakfast for Consultants, San Ramon, CA December 9, 2009

“You Take the Call”, facilitator for consulting practice session at the Independent Computer Consultants Association 30th Annual Conference, San Francisco, CA November 2009

“It’s NOT the Technology, Dude”, presentation for class, San Francisco State University, San Francisco, CA October 22, 2009

“The Big Disconnect”, presentation to MBA class, San Francisco State University, San Francisco, CA April 6, 2009

“The Big Plan: One Page® Planning & Execution”, presentation to the Institute of Management Consultants chapter conference, Emeryville, CA January 10, 2009

“The Oak Tree Project: Making a Difference to Those Who Make a Difference”, presentation to The Institute of Management Consultants’ Area Breakfast for Consultants, Sacramento, CA December 9, 2005

“It’s NOT the Technology, Dude”, presentation for MBA class, San Francisco State University, San Francisco, CA November 7, 2005

“Building Strategic Alliances that Work”, discussion panelist, The Institute of Management Consultants, Emeryville, CA October 10, 2005





“It’s NOT the Technology, Dude”, private presentation for Varian Medical Systems, Inc., Palo Alto, CA
June 29, 2005

“Mixing Business with Technology”, presentation for Advanced MBA class, San Francisco State
University, San Francisco, CA April 2, 2005

“Why You Shouldn't Be a Techno-Geek To Help Technology Projects Succeed”, presentation to
Information Systems for Strategic Advantage class, San Francisco State University, San Francisco, CA
November 8, 2004

“It’s Not the Technology, Dude”, keynote speech delivered to the Independent Computer Consultants
Association National Convention, Las Vegas, NV, June 8, 2003

“It’s Not the Technology That Matters”, speech delivered to the Institute of Management Consultants,
Sacramento, CA, February 14, 2003

“Business Processes Derailed? Achieve Better Results Through People”, presentation delivered with Dr.
Michael Mann to the Institute of Management Consultants Western Regional Confab, November 2002

“IT Connects”, speech delivered to the Rhinoceros Club, San Francisco, September 1999

“Creating the ‘Mind Meld’ Between Business and IT”, speech delivered with Darlene Crane to the
“International Conference on Software Management 99”, San Jose, CA, February 1999

“Immunize Your Company From the ‘Millenium Bug’”, article with Darlene Crane in Walnut Creek
Business, August 1998.

“Will the Real Integrated CASE Environment Please Stand Up”, article with Stephen Gray in The
Consultant, ICCA Chapter Newsletter, 1997 - 1998

"The License is the Thing," article in *The Independent*, 1992

"The Computer is Not THE System," Speech delivered to University of San Francisco conference,
September 1985

"Computers and Society", speech delivered to the Cum Laude Society, Katherine Bramson High School,
May 1984

"Word Processing Software: Features to Look For," article in *At Your Fingertips: Making the Most of the
Micro*, Scott, Foresman and Company, Chicago, 1984.





Quoted by Suzanne Chazin in "Don't Slip When You Step Up in Computers", *Medical Economics*, November 12, 1984

"Experts Pick The Best Programs For You" interview in *Smart Money Magazine*, Summer, 1983

"Pitfalls In Implementing Methodology in DP Departments," *Management Information Systems Week* April 7, 1982. Reprinted in *Antics*, August, 1982

"Implementing a Methodology: an Independent View", Speech presented at *Atlantic Management Systems, Inc.*, 1982 International Client Conference, May 26, 1982

Quoted in *Computer World*, *San Francisco Chronicle*, *Medical Economics*