

Paul Boerger ...Leading Companies to New Growth

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ENGINEERING MANAGER skilled at advancing technologies and leading businesses to new growth by capturing emerging market opportunities through innovation. Demonstrated passion for leadership in technology, teamwork, and delivering compelling design solutions that are built on solid engineering principles. Distinguished for meaningful inventions with 16 US Patents, 5 European patents, and 15 publications; inventive leadership provides a unique basis for delivering leading-edge products in consumer electronics, PC/mobile/cloud computing, electro-optics, robotics, instrumentation, and data storage solutions. Endorsed for building great teams. Leader and driver of **IoT** and **M2M** business models with track record of successful start-up and new business creation.

COMPETENCIES

- **Leading Teams**—Managed leading-edge R&D teams across geographies and disciplines. **Agile, SAFe, and HW PLC** methodologies led to fast-track, award-winning products and solutions in storage, entertainment, printer tablet, cloud, mobile, instrumentation, and image-capture businesses.
- **Technology Thought Leader**—Led engineering innovations via cloud, HP Connected Drive (*HPCD*), optical navigation (*optical mouse*), optical storage (*Blu-Ray & DVD*), optical printing (*LightScribe*), A/V security, Interactive Application Layer technologies for Blu-ray & BD+, storage innovations & server designs for the *HP MediaSmart / DataVault* products, and information appliances (*tablet & e-Copiers*).
- **Partnerships**—Developed key national/global partnerships; appointed seat on **Blu-ray Disc Association**, *Joint Technical Council* and named lead technologist/corporate liaison for *Technical Expert Groups* (TEG) and *Mission-Specific Taskforces* (MSTs) within *BDA* technical forum.
- **Global Footprint**—Cultivated and managed ODM partnerships in China, Japan, Singapore, India, Taiwan, Korea, and Europe. Featured speaker and presenter at major US/global technology venues.
- **New Product Innovation**—Complete concept-to-product development experience. HP Labs liaison, R&D manager, technical lead and champion of emerging market startup initiatives in appliance, entertainment, storage and technology development. Received **PSG Leadership Award** in 2006 for IP.
- **Patent Holder, Licensing, and Intellectual Property**—Delivered intellectual property licensing revenue in excess of **\$500 million** by jointly developing and executing HP's LightScribe and Blu-ray Intellectual Property & Technology License programs. Patent holder and IP portfolio strategist.

PROFESSIONAL EXPERIENCE

VERGENT PRODUCTS CORP, LOVELAND, CO

2017 to Present

CTO and VP of Engineering

Corporate officer and technology strategist with accountability for engineering performance, infrastructure, and P/L. Managing development & services engineering, manufacturing process engineering, NPI, and quality teams for the delivery of advanced technical solutions to clients and partners. Establish and execute strategic technical road-map.

SNAPFISH, LLC, FORT COLLINS, CO

2016 to 2017

Senior Product Owner, Commerce Back End & Gifts Category

Accountable for revenue, performance, backlog, new product & feature introduction. Drove growth in gifts category and commerce back-end through machine learning, web analytics, end-to-end evaluation of touch-points, usability, SLAs, and big data pipelines. Led large-scale holiday capacity planning by managing geographically-distributed teams and multiple web-based partners to deliver high-reliability SW cloud solutions. Championed launch of all new WW address validation service.

OVANTEK, LOVELAND, CO

2015 to 2016

President & Chief

Leader of strategies, products, operations, staff, partnerships, brand, IP, and P&L. Drove strategic partnerships, business alliances, and market innovation. Accountable for growth & sales.

HP FORT COLLINS, APPLICATION SOLUTIONS GROUP FOR PSG

2012 to 2015

Senior R&D Manager

Directed ground-up SW development for the **HP Connected Drive**—a solution that connects users to their data via apps & constructs that span a diverse ecosystem of cloud, social, mobile, and PC platforms.

- Led senior software engineers to deliver compelling data and media-related catalogs integrating cloud services, computing platforms, and federated storage interfaces for Photo, video, document, music, and remote access of content across devices using advanced patent-pending designs
- Accountable for the delivery & quality of R&D solutions, DevOps, marketing, QA, program, and global business teams to launch and evolve cloud/client ecosystems using SAFe and Agile methodologies

HP FORT COLLINS, IMAGING AND PRINTING GROUP, INKJET CONSUMER/WEB SOLUTIONS

2010 to 2012

Engineering Manager of Tablet & FW Development

- Directed fast-track, geographically distributed engineering team for HP's future printer tablet solutions
- Developed early initiatives around HP's cloud services and architectures
- Staff management and program accountability for cloud monetization, applications development, digital content security, product innovation, and new business creation

HP FORT COLLINS, STORAGE AND ENTERTAINMENT PRODUCTS DIVISION

2006 to 2010

R&D Master Electrical Engineer & Platform Scientist

- Drove global technical strategies, technical innovation, and detail design of Electrical, BIOS, thermals, and custom driver development for HP *MediaSmart* and *DataVault* products
- Overachieved marketing and business requirements by delivering compelling award-winning design that won CNET Editor's Choice & MacWord Best in Show

HP LOVELAND CPSS, OSSB, & DIGITAL ENTERTAINMENT DIVISION

1998 to 2006

Blu-Ray Lead Technologist and IP Program Manager

- Handpicked to manage HP's high-profile *Blu-ray* IP technology & licensing program
- Served on Joint Technical Council, Technical Expert Groups, and on Mission-Specific Taskforces
- IP Strategist & HP's technical liaison to the 5 core companies (5C) of the BDA

R&D Project Manager

Managed teams across HP divisions for the successful launch of innovative emerging market opportunities:

- **HP LightScribe**—Managed local and remote team of 14 engineers across two locations to develop HP's first optical media print solutions and licensing programs
- **HP iDEC Digital Entertainment Center & Services Portal**—Managed 14 direct reports and 4 geographically distributed teams to deliver HP's flagship Digital Entertainment Center
- **HP e-Copier**—Managed advanced imaging ASIC & EE teams for leading edge scan innovations

PRIOR PROFESSIONAL EXPERIENCE

Prior to 1998

Senior EE Platform Scientist Greeley Hardcopy **Hewlett Packard Corporation**

Senior Electrical/ASIC/FW Engineer ComByte Corporation

Lead Design Engineer Colorado Memory Systems (CMS)/Hewlett Packard Corporation

Project Manager & Senior EE, Apogee Robotics, Incorporated

EDUCATION

BSEE, UNIVERSITY OF NORTH DAKOTA COLLEGE OF ENGINEERING, GRAND FORKS, ND

PROFESSIONAL DEVELOPMENT

Performance Management, Team Development, Administrative Management, Behavioral Interviewing, Agile, Scaled Agile Framework (SAFe), Strategic Planning, Leadership, Security, Best Practices in Engineering and Design

PUBLICATIONS

- Boerger, P, fifteen technical publications in HP Indexed Quarterly Periodical & HP TechCon forum(s)
- Boerger, P, Product Showcase Feature, Personal Computing Tools 'Instrumentation--Interrupt Monitor' 1993 & 1994 semi-monthly publications
- Boerger, P, "Carpe Di-Pen! A Solo Journey through Personal Product Development", Midnight Engineering Magazine, p. 44 May/June. 1993

PATENTS & TECHNICAL PUBLICATIONS

- USPTO #9,497,483 Method for generating and decoding a coded picture signal, an apparatus for generating and decoding a coded picture signal, a program for generating and decoding a coding picture signal, and an integrated circuit for generating and decoding a coded picture signal
- USPTO #9,311,304 Storage subsystem data duplication policy
- USPTO #9,152,492 Performing recovery of a headless computer
- USPTO #9,063,941 System having an apparatus that uses a resource on an external device
- USPTO #8,578,091 Providing data redundancy using an internal and external mass storage device
- USPTO #8,554,995 Connecting a storage subsystem and an electronic device with a control device that hides details of the storage subsystem
- USPTO #8,085,948 Noise Reduction in a System
- USPTO #8,005,993 System and Method of a Storage Expansion Unit for a Network Attached Storage Device
- USPTO #7,933,172 Method for Playing Content Using Master and Slave Optical Discs
- USPTO #7,916,164 Labeling Methods and Apparatus Using Energy of Two Wavelengths
- USPTO #7,865,710 Software Recovery without the use of a Keyboard, Mouse, Trackball, or Computer Monitor
- USPTO #7,822,997 Making a Storage Device Unusable until a Request is Provided to Recover an OS or System FW
- USPTO #7,814,246 Translation of Data to/from Storage Devices Based on a Redundancy Configuration and Host Interface Type
- USPTO #7,734,735 Automatic Configuration System and Method
- USPTO #6,970,811 Hardware Modeling of LED Relative Brightness
- USPTO #6,760,124 Software Determination of LED Brightness and Exposure
- European Patent: #EP1839444 Picture coding apparatus and picture decoding apparatus
- European Patent: #EP2307969 Storage subsystem & electronic device with a control device that hides the details of the storage subsystem
- European Patent: #EP1997109 Converting a still image in a slide show to a plurality of video frame images
- European Patent: #EP1829029 Labeling methods and apparatus using energy of two wavelengths

HP TECHNICAL PUBLICATIONS

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| 200603763 | Miniature Projection User Interface for NAS Device |
| 200905060 | Home Server with Secure Memory Device for Locking Proprietary Software to Platform |
| 200905032 | Pivoting Apparatus for Optimizing Remote Power Transfer In Digital Picture Frame System |
| 200507634 | Identity Escrow for Constrained Information Mining and Group Knowledge Distillation |
| 200507780 | Authentication by Characteristic Navigation Motions |
| 200507783 | Method for Detection and Rejection of Attempts to Falsify Biometric Authentication |
| 200503787 | Channel Royalty Pool for Blu-ray Supplemental Content Sales |

HP TECH-CON PUBLICATIONS

- *Hardware Innovation in HP's New Home Storage Server Products*
- *Remote Power for HP Digital Picture Frames*
- *Bare-Metal Recovery for Home Storage Server Products*
- *GPU Computationally-Enhanced Home & Entertainment Server*
- *Parasitic Cantilever Fan Airflow Gen. by Modulating the Electro-Magnetic Field of Remote Power Source*
- *New Home Server Product Concept: HP Home Utility Server*
- *Constrained Layer Acoustic, Thermal & Vibration Sheath for Hard Disk Drives*
- *Mobile Event Verification Using Services-Based Model HP IPAQ "Agent"*