

## William Entriken

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**I love product management and computer science, and bring high-profile products to market. I teach and lead teams, never stop learning.**

- Closed \$60M of corporate acquisitions and integrations.
- Deployed products to the App Store, Blockchain, US Navy ships and International Space Station.
- Extensive experience in computer security red/blue teams, published, collaboration with Apple, FBI, SEC, FINRA.

### EXPERIENCE

**Pacific Medical Training, Huntingdon Valley, PA / General Manager** **12/2012 to present**

- Closed deal with investors, purchased company from prior owner.
- Grew from 1 employee past 20 and focused on improving the product and opening new sales channels.
- We are the world's first company to release CPR courses when new science guidelines are published.
- Modernized software release process with: GitHub, Travis CI, OpenStack, LAMP, WordPress, Jekyll, Ruby.

**Wm Entriken Design, Rydal, PA / General Partner** **1/2006 to present**

- Advising blockchain businesses BLMP Network (in-game collectables) and 0xcert (document authenticity).
- Lead author of Ethereum ERC-721 standard (“non-fungible tokens”) to sell physical assets via blockchain.

**CDI Corporation, Philadelphia, PA / Senior Financial Analyst** **9/2010 to 12/2012**

- Designed and lead development of OLAP financial modeling systems using distributed IBM Cognos servers and Oracle databases to replace over 100 legacy financial systems. Transitioned 700 profit centers to the new system.
- Lead valuation and modeling efforts for executive hold/sell decisions, competitive analysis and FAS-142 filings.
- Worked in corporate finance unit through two acquisitions and one reorganization to set planning, reporting and operating processes with executive leadership and then implement through accounting and business units.

**Discovery Semiconductors, Ewing, NJ / Business Analyst** **4/2008 to 6/2010**

- Designed and built carrier-grade 10 GBit/s SONET network using eBay, wire cutters and the Cisco manual.
- Sourced vendors and worked with engineers to integrate Discovery proprietary optical components with Cisco COTS products and sold it to the US Department of Defense.
- Won and managed commercialization for government research contracts, leading to products that will be used in outer space (joint ESA+NASA mission), U.S. defense and calibration of the atomic clock.
- Presented company for private equity sale to fund higher-value products in the telecommunications industry.

### EDUCATION

**Drexel University** – MS Finance; MBA; Dean's fellowship **2008**

**Villanova University** – BS Computer Engineering, Mathematics minor; Dean's list **2006**

- Senior project: data-mined Thefacebook, university LDAP systems and the web to understand relationships in real-life social networks (programmed in C, Perl, Bash, MySQL); project attracted attention of the NSA
- William Lowell Putnam Mathematical Competition top Villanova scorer, 2003, 2005
- U.S. Navy, Philadelphia: programmed and tested redundant, fault-tolerant VMEBus systems for ship control and monitoring modules; software is now deployed on USS Ticonderoga class warships. 2002 to 2004

### TRAINING

- IBM Certified Solution Designer; experience with SAP Crystal Reports, Cognos, MS Dynamics
- Expert user of Excel, SQL, UNIX Systems, C/C++, Perl, Solidity
- Fluent in Mandarin Chinese (HSK level 4), founder LeBow Toastmasters, member Delaware Valley Mensa
- Passed Society of Actuaries/Casualty Actuarial Society Exams P/1 and FM/2

★ *Please see the online companion to this resume at <http://phor.net> showing technology used in bullet points above*