

William Entriiken

Philadelphia USA / 中国上海

Contact information at <https://phor.net>

Mission: Verify seller claims & authenticity for most things you buy

I do this by creating industries, bringing high-profile products to market, and sharing the Vision.

- Brought NFT to the world.
- 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

Wm Entriiken Design, Rydal, PA / Proprietor **1/2006 to present**

- Advise blockchain projects, raised over 100M in ICOs, business planning and technical review.
- Lead workshops globally in English and Mandarin explaining the future to enterprise and developers.
- Lead author of ERC-721, the document that started what we now call NFTs.

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 focusing on new products and markets.
- We are the world's first company to release CPR courses when new science is published.

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

- Designed and lead development of OLAP financial modeling system using IBM Cognos and Oracle databases to replace 100 legacy systems. Transitioned 700 operating units to the new system.
- Led valuation and modeling for executive hold/sell decisions, competitive analysis and FAS-142 filings.
- Completed two acquisitions and one reorganization in planning/HR/integration functions across business units.

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

- Designed and built carrier-grade SONET network using eBay, wire cutters and the Cisco manual.
- Integrated Discovery proprietary optical components with Cisco COTS products and sold 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), defense and calibration of the atomic clock.

EDUCATION

- Passed Society of Actuaries/Casualty Actuarial Society Exam P/1 and FM/2, IBM Certified Solution Designer
- Fluent in Mandarin Chinese (HSK level 4), founder LeBow Toastmasters, member Delaware Valley Mensa

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 (using C, Perl, Bash, MySQL); attracted invitation from the U.S. National Security Agency
- 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; now deployed on USS Ticonderoga class warships, 2002 to 2004

PUBLICATION

- ERC-721 Non-Fungible Token Standard. 2018.
- Bled Strategic Times. Digital decentralization and institutional resilience: companies avoid domicile in jurisdictions with unclear rules, now blockchain lets them avoid any domicile. 2018.
- US patent application US-2020-0317242-A1. 2020.

★ *Please see the online companion to this resume at <http://phor.net> showing products I brought to market, and how.*