

# Ken Levy

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Kirkland, WA

## EXPERIENCE

*MashupX, LLC*

*Kirkland, WA*

### **President**

*Jul 2008 - Present*

- Founder and sole-proprietor owner of MashupX, LLC based in Kirkland, WA, specializing in software development consulting.

### **Developer, Designer, Project Manager**

- Consulted with companies in design and project/program management (some using GitHub) of custom data-centric applications.
- Created many cross-platform FileMaker (subsidiary of Apple) data applications, primarily mobile iOS platform (iPad and iPhone).
- Created FileMaker applications for iOS that included barcode printing/scanning, photos, reporting, SMS notifications via Twilio.
- Created FileMaker two-way sync engine for offline data on iOS device to/from data server on Amazon EC2 cloud with SQL data.
- Created FileMaker mobile applications for companies using iPads improving production workflow productivity and cost savings.
- Created iOS app for iPhone using Xcode and Swift – CRM utility with access to Contacts to manage rotation of connections.

### **Software Architect**

- On-site at Microsoft, assisted dev team of Microsoft Store website in adding data-driven functionality for multi-lingual content.
- Assisted two large banks in their successful upgrade projects of large (2,000 to 10,000 users) Visual FoxPro based systems.

### **Technical Advisor**

- Assisted companies (including Nokia in Geneva) with their application strategy migrating from Visual FoxPro to newer platforms.

### **Developer Marketing**

- Provided technical marketing content for software tool vendor companies targeting developers, including Servoy and Sybase.

*Microsoft, Inc.*

*Redmond, WA*

### **Program Manager**

*May 2007 – Jul 2008*

- Community manager for VS Ecosystem team focusing on developer community of VSX (Visual Studio Extensibility) platform.
- Increased VSX adoption of SDK and VS Shell via managing various developer tools created internally and by external vendors.
- Received Gold Star award with bonus for driving creation of special Code Magazine VSX edition with 50,000 copies distributed.
- Produced videos hosted on channel9.msdn.com, championed developer community strategies across internal teams.

### **Product Planner**

*Jan 2006 – May 2007*

- Provided roadmap direction to Windows Live product teams, drove developer community efforts of Windows Live Platform team.
- Helped launch the dev.windowslive.com website for developers for Windows Live Platform products and services via web APIs.
- Created Skype product competitive analysis for Microsoft Live Messenger product team and executives (prior to Skype merger).

### **Product Manager**

*Aug 2001 – Jan 2006*

- Responsible for worldwide marketing/PR, internal financial analysis, and roadmap for features of Visual FoxPro 7.0, 8.0, 9.0.
- Significantly increased awareness of Visual FoxPro through social media activities and guerilla marketing using limited budget.
- Conceived idea and wrote transcript of popular short video of CEO Steve Ballmer promoting the release of Visual FoxPro 7.0.
- Successfully drove cross team/division (VS and SQL WebData) partnership for new XML Editor included in Visual Studio 2005.

*XMLFund, LLC*

*Bellevue, WA*

### **Director of Technology**

*Feb 2000 – Jul 2001*

- Responsible for reviewing technologies of proposed startup company business plans for potential venture capital investments.
- Actively worked with CXOs of portfolio companies assisting in improving their technical architecture, strategy, marketing efforts.
- Authored roadmap document whitepaper describing XML based technology trends relative to marketing/business/economics.
- Created and managed partnership collaboration between ActiveState and Microsoft of VisualXSLT integration into Visual Studio.

## EDUCATION

California State University, Northridge – *Computer Science*

Los Angeles Valley College – *Electrical Engineering*

## ADDITIONAL

- Speaker at over 100 software industry conferences and events worldwide, over 15 included presenting the keynote session.
- Grew monthly attendance over 3x of Redmond .NET developer user group meetings as President of the non-profit organization.
- Produced and hosted all 112 episodes of the .NET CodeCast podcast audio show available at code-magazine.com/codecast.
- Founded, organized, and hosted Seattle XML user group in Redmond, WA for developers, architects, managers, executives.
- Created web-based bug tracking app with offline data mode, bundled within Visual Studio 97 (HTML, JavaScript, ADO, ASP).
- Designed, managed, and created object-oriented Class Browser and other utilities included within Visual FoxPro 3.0 product.
- Designed and created touch screen public safety dispatch system software, gave private one-on-one demo to Bill Gates.
- Created software tool working at NASA's Jet Propulsion Lab, made free public domain via Caltech, over 100,000 downloads.