

## **Ivan Zatkovich**

### **Intellectual Property Consulting & Patent Litigation Internet • Telecommunications • Information Technology**

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Ivan Zatkovich has 28 years experience in computer science, computer networks, and software engineering. Mr. Zatkovich is the principal consultant with eComp Consultants, a technology consulting firm specializing in intellectual property consulting for the telecommunications, web publishing, and eCommerce. He has provided consulting services for corporations such as McGraw-Hill, Houghton-Mifflin, Citicorp, GEICO, and Amazon.com. Mr. Zatkovich is also an industry speaker for online publishing standards and the design of online audio and print book sales. Mr. Zatkovich has 9 years experience providing expert testimony for patent litigation and software & application disputes in eCommerce, web publishing, and internet copyright cases providing expert reports, depositions, and trial testimony.

### **Areas of Expertise**

#### **Information Technology Director and Project Manager - 13 yrs**

Responsible for \$50,000 to \$18 million in domestic and international software projects with leadership roles in system design, development and technical architecture.

#### **Publishing / Content Management - 7 yrs**

Provided automated content management solutions, personalized marketing materials, and on-demand publishing. Developed automated content submission, verification, and publishing processing.

#### **Internet and e-Commerce - 8 yrs**

Areas of expertise include commercial and storefront websites, e-marketing and personalization, search engine optimization, meta tag strategies, enterprise search engines, B2B and B2C portals, ERP and supply chain.

#### **Telecommunications - 11 yrs**

Over 20 years experience working with computer telephony integration, call center, IVR, ACD, VoIP, and unified messaging.

## Education

B. A. Computer Science, 1980, University of Pittsburgh. Minor in E.E. digital circuit design  
Master's study and thesis in Computer Networks, Results published in Byte Magazine

## Certifications & Publications

- Industry Speaker: Internet Publishing standards (Momentum conference)
- Department of Justice: Proposal for internet forensics technology
- IBM Websphere - Certified e-Commerce Solutions Expert
- Byte Magazine - Published Network Design articles
- Sync Magazine - Published Programming Techniques and Tutorials
- IEEE SigGraph - Presented ICGS Computer Graphic Standards for IEEE SigGraph conference.
- CMM & PMP - Project management methodologies
- ISO and ANSI – Served on International ISO and National ANSI Committees for Disk and Media format standards

## Technical Tools and Environments

- Unix, Windows, NT, Microsoft .NET, C# Java, C/C++, VB, Assembler
- Java, Java script, JSP, SQL, Oracle, Foxpro, DB2, Crystal Reports, Active-Reports  
MQ Series, Tuxedo, Documentum, Interwoven
- IBM Websphere, Microsoft Commerce engine, Blue Martini

## Professional Experience

### Principal Consultant, eComp Consultants, (2000- present)

eComp Consultants is an technology consulting firm specializing in intellectual property consulting for the telecommunications, Internet, and e-commerce industries. Services include:

- Patent portfolio evaluation including rating patent portfolios, assessing market valuation, identifying potential prior art and licensing opportunities.
- Patent litigation consulting for telecommunications and internet technology patents.
- Software contract and due diligence consulting for disputes involving custom software projects.
- Internet publishing and copyright consulting for web content management and licensing.
- e-Commerce consulting for commercial web sites, search engine optimization, and e-marketing strategies

### **Smith & Nephew Inc, Global Web Manager, 2007- 2008**

Smith & Nephew is a global manufacturer of medical, wound, orthopedic, and surgical supplies. S&N has facilities in 33 countries and maintains 35 websites for different product areas and country marketing.

- Design the S&N Corporate web architecture for all intranet, extranet, and Internet sites.
- Establish content management system for product information and medical device quality standards.
- Direct a staff of web professionals in developing and managing 35 individual S&N web sites maintained in the US and 14 countries for both S&N clients and internal users.
- Optimize search engine ranking and website meta tagging.
- Develop corporate technology and IT standards and policies including:
  - Create web hosting agreements and IT service contracts (SLAs).
  - Define web development standards.
  - Research page ranking, redirection, and domain optimization strategies.

### **Eva-Tone Inc, Clearwater FL, e-Business Director, 2002 - 2007**

Eva-Tone is a \$45m commercial multi-media company specializing in e-commerce and marketing solutions including media and content customization, order processing, fulfillment, print and web publishing, CD and DVD manufacturing.

- Set strategic direction of client service offerings in e-commerce and content management
- Consulted with clients on e-marketing strategy using personalized sales collateral. Define client profile information to be used to generate customized presentations and brochures.
- Aggressively controlled project scope, managed project timelines, budgets and client expectations
- Projects proposed and delivered include:
  - McGraw-Hill: Enterprise Content Management and automated web publishing system
  - ProMarine USA: B2B storefront, complex part search, order processing and fulfillment
  - Resource Rabbit: Sales collateral manager. This system retrieves user preferences and client profile information to generate customized electronic presentations and brochures.
  - AAA Travel: CRM sales collateral system; instant customized brochures, print-on-demand

### **Tanning Technology & IMRGlobal, e-Business Engagement Manager, 1999 - 2002**

Tanning Technology is an international systems integrator specializing in network infrastructure and channel integration for financial markets and the insurance industry. Proposed and managed e-business and internet infrastructure projects. Projects focused on client and user personalization, data mining, and e-marketing practices.

Client web engagements proposed and managed:

- Eckerd Pharmacy - Develop e-business and e-marketing system for personalized client web content.
- GEICO - Develop a personalized policyholder web service to utilize client account history and demographics to customize product literature for cross sell and up sell opportunities.
- Hartford Insurance - Integrated three tier online claims processing and subrogation with legacy systems.
- Citicorp Bank - Designed mortgage and loan payment system and sale of loan contracts.
- Smith Barney - Developed remote access network infrastructure and wireless PDA financial system.
- Medwerks - Created medical insurance clearinghouse in which medical doctors centrally process insurance payments.

### **Utility Partners Inc., Tampa FL, Director of Network and Customer Support, 1996 -1999**

Utility Partners developed and customized utility company software for scheduling service appointments, assigning and routing mobile workforce (field technicians), and dispatching and coordinating resources during power outages.

Setup client support department to manage UP's growing client and product base. This department:

- Provided network and IT management for over 800 customer users.
- Created a 24x7 helpdesk for utility dispatch centers and IT departments.
- Developed system and network monitors for real-time client system monitoring
- Received trouble calls and provided live client support for the following applications:
  - MobileUP - Mobile Workforce Dispatcher
  - TroubleUP - Power Outage Manager
  - Smartnom - Web Gas Auction System for private gas auctions
  - CAS - Customer Appointment and Call Center application

### **GTE Data Services, (currently Verizon), Tampa FL, Project Manager: Telecom Software, 1987-1996**

GTE was an \$8 Billion telecommunications company and formed the Commercial Services division to customize their telephone business software to sell to other telephone companies internationally. Managed large product implementations for telecom billing, service order, and sSwitch management.

As a manager in the professional services team:

- Developed project proposals, and provided client pre-sales support.
- Created project plans, managed resources, and set expectations for customer delivery projects.
- Specific projects managed:

- Mercury Communication - Service bureau to bill their new intelligent network services.
- PTT Netherlands - \$5m inter-carrier billing project for PTT Netherlands.
- Bell Canada - Pricing plan and table management system.
- Deutsche Telekom - Designed and developed a German billing prototype system. Received GTE personal best award.

**Digital Equipment Corp., Maynard MA, Technical Lead & Software Engineer, 1980 - 1987**

Led the development of manufacturing automation and control software. Projects Included:

- Supply Chain, CAD/CAM - Design system to retrieve parts information from circuit board CAD design and develop a parts ordering system based on expected volumes.
- Pick and Place Automation - Automatically program IC insertion machines. Develop system to determine IC insertion order, generate machine instructions, and download program to machine.

Designed and developed PDP-11 operating system and device drivers for embedded controllers and video subsystems.

- Enhanced high-speed DecNet drivers for synch, asynch, and parallel communications.
- Designed and developed disk firmware and drivers for floppy and winchester disks
- Developed and enhanced video controller firmware and layered graphics system for PRO-350.
- Developed Computer Telephony Integration (CTI) product for telephone answering machine.