

David Rose

195 St. Paul Street #8
Brookline, MA 02446
+1 617 517 6037

Senior executive with extensive entrepreneurial, marketing, design, and product development experience, ranging from founding technology organizations to leading research and innovation groups within large public companies. Proven leader with a track record of success in leading cross-functional teams developing innovative customer-centric products that drive company revenues and visibility. Committed, inspirational manager with strong communications, presentation and facilitation skills and a passion for pioneering new products and services.

EXPERIENCE 2008 - PRESENT

Vitality

Founder & CEO

Invented and patented smart medication packaging solution to encourage people to take their pills everyday. GlowCaps™ illuminate, play a melody, ring a home phone, send weekly emails to remote caregivers, create accountability with doctors through a compliance report, and automatically refill prescriptions. The company has raised a series A round financing, is piloting the technology with Harvard medical school, and is in discussions with large pharmacy chains to make GlowCaps standard medication packaging on a set of low-compliance medications.

EXPERIENCE 2002 - 2007

Ambient Devices

Founder & CEO

Raised money, patented wireless technology and lead a multidisciplinary team to pioneer a new category of consumer electronics. Ambient Devices launched over a dozen products that track weather forecasts, sports scores and standings, energy pricing, family calendar, traffic congestion, stock market trends and more. Under my leadership the company grew profitably and sold over 250,000 units. In 2007 I recruited and hired the former president of Sony to further expand retail distribution, internationalize, and grow the company more aggressively.

1998-2002

Viant

Director, Innovation Center

Founded and directed Viant's Innovation Center, an advanced technology group that worked with clients like Sony, GM, Schwab, Sprint, Kinkos, Compaq and Fleet to develop breakthrough products and services using new technology. Helped build Viant to over 900 people, \$140M in revenues and a successful IPO (NASDAQ:VIAN)

1997-1998

Opholio (acquired by Flashpoint Technology)

Founder & Chief Creative Officer

- Designed, built and patented online photo-sharing
- Invented and patented features like adding audio annotations to slideshows via home phone
- Orchestrated successful sale of company

1992-1997

Interactive Factory (acquired by RDW Group)

Founder & President

Founded an interactive design firm specializing in museum exhibits for Chicago Museum of Science, language learning CD-ROMs for Simon & Schuster, Internet kiosks for the Hong Kong tourist association and smart toys, including the award-winning Lego Mindstorms Robotic Invention System™.

- Grew company with no outside funding to over 25 people, \$5m in annual revenue and profitability every quarter.
- Led all business development, marketing and sales efforts.
- Managed eclectic staff of software engineers, graphic designers, producers, animators, videographers, and writers.
- Created consulting process model, cultivated a strong collaborative company culture which survived my departure to Viant.

1991- 1992 **New England Medical Center**
Software Engineer
Developed speech recognition applications for people with disabilities. Created expert knowledge bases to capture and codify the expertise of radiologists.

1989-90 **Oberlin College Academic Computing**
Software Engineer
Worked with faculty to implement software for foreign language learning. Interviewed, hired, trained, and managed staff of 16 programmers.

1988-1989 **University of Wisconsin Medical School**
Software Designer and Programmer
Apple Computer funded project to create new animated software to illustrate auditory neurophysiology and inner ear acoustics.

EDUCATION **Harvard University** Cambridge MA M.A. in Educational Technology, 1992
MIT Media Lab Cambridge MA Studies in interactive cinema, 1991-92
St. Olaf College Northfield MN B.A. Physics, B.A. Fine Arts, 1989

TEACHING Frequently invited to speak to corporate research groups (**IBM, Nokia, LG, ...**); academic graduate programs (including **MIT Sloan School, MIT Media-lab, Tufts Human Factors program, Harvard GSD, Ivrea Interaction Design Institute, ...**); and conferences (**TED, CHI, Pervasive Computing, AIGA,...**)

Harvard University, Cambridge, MA, Associate Professor, Developed and taught graduate course in Information Visualization 2000-2005

Marlboro College, Brattleboro, VT, Associate Professor, Internet Strategy Management 1998-2000

Yale University, New Haven, CT, Associate Professor, Graduate School of Design, 1996

BOARD SEATS **Vitality, Cambridge, MA**, medication compliance platform for pharmaceutical companies: **rxvitality.com**

FluidVoice, Boston, MA, speech interfaces for couch potatoes.

PERSONAL Since 1992 I've sung in the choir at Trinity Church Boston in Copley Square. I love skiing, hiking, tandem cycling, sailing and playing in the mountains of New Hampshire. My wife Sharon & I enjoy weekends at our lake house splashing around with our five-year-old daughter and kayaking with the loons. Recently I learned to kite-board, but I often rely on the generosity of friendly boaters to hitch a ride back to the beach.