

Steve Sanderson

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Overview

Steve Sanderson is a maker of software products. With an emphasis on products that are simple and elegant, he blends his passions for solving problems in software, creating something of true value and working with bright and creative people to lead those product development efforts.

Profile

Experienced software product development leader with 28 years of success in the development and delivery of over 35 software products, systems or packages, with results that include best-of-breed and award-winning web and desktop applications, enterprise level services and software development frameworks.

Strong collaborations at the executive and operational levels to define and execute business and technical strategies at the enterprise, group and product levels; works closely with diverse participants (e.g. legal, business development and product management groups) and values relationships in tandem with the technology.

Creates and grows high productivity teams with an emphasis on rapid and collaborative evolution via frequent feedback and frequent production of visible results; adept at the use of smaller, flexible and creative teams.

Passionate technology creator and leader of development teams using a diverse range of design, development and management approaches; a variety of programming languages, platforms, tools and environments; driven to practical approaches that resolve critical problems in the development and use of software systems.

Excels at the rapid understanding of new markets, their potential and the generation of new approaches to effective product development for those markets. Experienced with a diverse set of market sectors including consumer internet, higher education, software development tools, system management and operation tools, consumer and enterprise information & knowledge management tools as well as public sector projects.

Technical leader in strategic business relations, business and product acquisitions, due diligences, strategic alliances and partnerships. Builds and maintains strong, successful working relations with companies such as McGraw-Hill, Hewlett Packard, MCI, Unisys, Intuit and InfoEther.

Integrated and results-driven approach that combines software engineering, psychology, business and management perspectives in the context of understanding and delivering what is needed when it is needed.

Skilled communicator of complex concepts - explains and evangelizes complex technical, psychological and business issues to a diverse range of technical and non-technical audiences, e.g. internal staff, partners, customers and standards groups.

Executive leader that draws on diverse experiences - experiences from roles that include VP of Development & Technology, VP of Product Development, CTO, Director of Engineering, Chief Architect, consultant in software development strategy, architecture and technical management, hands-on development and project management.

Selected Results

As VP of Development and Technology for FiveRuns, restarted product development by assembling a completely new team. This resulted in the release of two critically acclaimed SaaS products (Manage 2.0 and TuneUp) within seven months to the emerging Rails and Ruby technology marketplace. Ongoing maintenance and enhancements of three products in parallel with new product development has also resulted in a third product ready for private beta along with significant community kudos for our product support. Additionally, during this period, the FiveRuns development team has emerged as leaders in the Ruby and Rails community, owing to their numerous open source project contributions and conference presentations.

As VP of Product Development / CTO for Sapling Systems, established and led the product development team that successfully delivered IBIS, an innovative rich media eLearning authoring and delivery platform. The results

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included successful delivery as both an online service (SaaS) and on-premise product to major customers such as McGraw-Hill, and W.W. Norton.

At Sapling Systems, effectively operated as interim COO to form and lead the product management, account management and customer support teams during a critical growth phase prior to initial product launch.

As a consultant to the executive staff at Texas Health and Human Services Commission (HHSC), significantly reduced the cost and risk of a large-scale software development effort by exposing the business impact of third-party software architectural and technical management issues, combined with effective recommendations for mitigation. Worked closely with the executive and operational staff to translate technical issues into the impact on their ability to deliver services to Texas citizens, which improved their ability to successfully collaborate with their third-party system developer.

At Excite@Home, co-authored and evangelized the business vision and strategy, and led the technology strategy for the Communities division at excite.com which produced, at peak, 50 million page views / day and 50% of the total traffic for excite.com.

At Excite@Home, provided technical leadership in due diligences and acquisitions of webshots.com and Throw (ex. Excite Clubs), both of which were highly successful products that at peak generated a combined average of over 20 million page views per day.

At Excite@Home, successfully turned around a remote & distributed engineering team and product group in crisis; resulted in a recognized renewal in the product line and the engineering team, with a focus on software engineering excellence, individual responsibility and the preeminence of the customer requirements.

At Excite@Home, developed a large-scale media storage strategy and architecture and launched the initial deployment and delivered reusable components for service-wide use; the implementation served over 10 million pages per day for the number one ranked web-based photo product, webshots.com.

While at Tandem Computers, developed innovations in the areas of user-interface frameworks and management of distributed fault-tolerant systems. that resulted in three software patents.

As co-founder in startup, co-developed a desktop-based information management tool that was awarded "Product of the Year" award from Amiga World, the major trade magazine for the Amiga system.

Work History

2007 – Present	VP of Development and Technology	FiveRuns, Austin
2005 - 2006	VP of Product Development / CTO	Sapling Systems, Austin
2004 - 2007	Freelance CTO / VP Product Development	(self) Collective Leap, Austin
2001–2004	Chief Software Architect & Engineer	SAIC, Austin
1997–2001	Director of Engineering, Chief Architect	Excite@Home, Austin
1995-1997	Product Architect	Tandem Computers (consultant), Austin
1993–1995	Sr. Software Architect & Engineer	Unison Software (consultant), Austin
1993	Sr. Software Engineer	Pencom Software (consultant), Austin
1989-1992	Product Architect	Tandem Computers (consultant), Austin
1987–1988	Sr. Software Engineer	IBM (consultant), Austin
1986–1987	Sr. Software Engineer	Texas Instruments (consultant), Austin
1984–1986	Sr. Software Engineer, Technical Consultant	COSI Texas, Austin
1983–1984	Lead Software Engineer	Absolute Computers, Austin
1983	Software Engineer	Knowledge Engineering, Austin
1979–1983	Software Engineer, System Administrator	Univ. of Tx, Austin & El Paso