

Mark W.J. Kelly

Seasoned Executive / Creative Technologist

Summary

- Experience in founding and building three successful start-up ventures
- 25+ years of development leadership working on a diverse range of projects
- Expert knowledge in multiple areas of software and game management, design, planning and development
- Extensive experience working in new ventures and experimental technologies for very demanding clients under tight deadlines
- Building and managing small and large development, management and marketing teams across international borders
- Relentless passion for embracing new challenges and developing new talent.

Experience

Silicon Storm

2015 – Present (Founder, CEO / Creative Technologist)

Silicon Storm is an experimental software development company. Its mission is to explore a number of different real and virtual technologies and to discover new ideas and opportunities.

During the past 2 years, I have developed a number of experiences both real and virtual to better understand the next generation of computing technologies. These include working in-depth with the latest technologies from Oculus and HTC Vive for VR, Microsoft HoloLens, Apple's ARKit, Google's ARCore for AR projects as well as games, including Cloudbound and BladeShield (both on Steam).

Additionally, we have designed and implemented a number of experiential projects and public exhibits for clients like Toyota (Vehicle Launch), FX Network, Fox (Comic-Con) and Mastercard (Oscars). I am currently working on a combat VR e-sport concept.

From its founding, our objective was to keep the team small and lean while leveraging my freelancer network to build out new ideas and concepts. I continue to build a wealth of experience and a network of expertise and talent, while exploring new ventures and opportunities.

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Events.com

2013 – 2015 (CTO)

Events.com was born as a pivot from Bump Network (see below), a social media platform originally designed to bring people together by offer commercial benefits, through license plate recognition. My role as CTO grew as we started to integrate a series of aquisitions and changed the company's direction to managing events. These acquisitions included Eventsonline, an Ottawa, Canda based event registration company, Gablit.com, a California based Event discovery platform and then Pixelpushers, Inc/Civica Software, one of my companies (see below).

I led and oversaw the operations and integration of these four disparate companies/software systems into our core solution. This included product design, operations, management and technical oversight for our systems using AWS infrastructure to support backend and public facing websites.

Bump.com / Bump Network

2011 – 2013 (COO & CTO)

Following the sale of PlateScan (see below), I joined Bump.com as their COO to help expand and streamline their offerings and as well as to integrate Automatic License Plate Recognition into their product suite. Shortly thereafter, I switched to CTO as we began to grow the company.

During my tenture, I designed, developed and managed the buildout of the engineering team. We created the core license plate based messaging platform, later pivoting to membership management and then later to event management. I was responsible all technology design and development and worked with all our partners and clients on integaring our tech to their systems.

Pixelpushers, Inc. / Civica Software

1997 – 2014 (Founder, President & CTO)

Pixelpushers was founded in 1997, with the sole purpose of developing innovative Web based technologies. I served as President and Chief Technology Officer for the company, designing and architecting its various technologies.

Initially, we marketed to mid-sized California-based companies. After substantial success in the corporate world, Pixelpushers moved into the government market, establishing the Civica Software (Civica) brand, becoming a major provider of Website content management solutions for local governments. At the time of its sale in 2014, Civica had over 120 County, City and Special District clients, all using Civica's proprietary technologies to maintain their

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websites, kiosks and Intranets, enhance contact with their constituents via our CivicaAssist CRM, while allowing their constituents to manage their web experience via our Portal Technologies.

Our success in making it easy to manage Web-based content attracted the attention of the City of Irvine, CA Police Department, as well as the Orange County Integrated Law and Justice Group, which, using a substantial COPSMore grant, commissioned Civica to develop a multi-jurisdiction tactical crime information sharing system, branded CrimeConnect. The system enabled all 22 Police departments in Orange County, CA to share Tactical Crime Information, such as wanteds, missing persons, sex offender registrants, narcotics registrants, etc. in real time. The system has been further expanded and is still actively used, most recently in the State of Michigan (Project IGNITE).

Pixelpushers/Civica won numerous awards over the years for our clients. The most notable nomination was for a Webby Award in 2010 (Government Category) for our work with San Ramon Valley Fire Department. Unfortunately, we lost out to a little agency called NASA!

PlateScan, Inc / LLC

2005 - 2011 (Co-Founder, President & CTO)

Following on from the success of CrimeConnect, Platescan was founded in 2005 as a subsidiary of Civica. Initially, the company was setup in partnership with a European Automatic Number Plate Recognition (ANPR) manufacturer, Appian Technologies, Ltd. Over the next 3 years we grew the company to one of the leading companies in the US mobile ALPR (license plate) market sector. During this time, we developed our own ALPR system specifically designed for the dynamic US market.

Following a strategic investment from In-Q-Tel (www.iqt.org), the investment arm of the US intelligence community, we spun off the company from Civica as a stand-alone entity. This was to implement a custom work program, services and technologies for various Federal government agencies (FBI, DoD and CIA). During this time, we designed and developed a major rewrite of our Neural Network-based system, allowing us to achieve better performance and higher accuracy. With this new system being camera agnostic, we were able to explore new market sectors and opportunities.

In 2010, a controlling stake in the company was purchased by Perceptics, LLC. They were a leading provider of fixed position ALPR in the USA. Their primary client was the US Customs and Border Protection Agency. They provided plate reading capabilities to the majority of border crossing points between the mainland US, Canada and Mexico. The goal was to bring the two technologies together, creating an ALPR powerhouse.

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Virgin Interactive Entertainment

1991 – 1997 (Executive Producer & Sr. Principal Software Engineer)

Prior to moving to the USA, I had worked as a freelance software engineer and video game developer for numerous companies in the Europe and the US for eight years. During this time, we created several number one selling titles in the European markets.

I relocated from the UK in 1991 to expand the development operations of the Virgin Games company. My primary role was to create a new foundation/game engine platform for future development of game titles. This led to the SNES Platform engine which was used numerous titles over the next 3 years. These included a number of major Disney license titles including Lion King, Jungle Book, Pinocchio, etc. With the release of new game systems (Sony PlayStation & Sega Saturn) I continued to work on new technologies for these emerging systems, before retiring from Video Games in 1997. It was time for new direction in life. That change was Pixelpushers.

Education

I completed my formal education in 1986 with a HND in Mechanical & Design Engineering from Bell College, now known as University of the West of Scotland (UWS). My experience with the Internet dates from the time when I used it (in the pre-web days) on a daily basis to interface with Honeywell and MIT. During this time, I got my first taste of the future... AutoCAD & CNC. Soon to be gone were drafting tables and slick Rotring mechanical pencils (or so they thought) and out came the crude 10" CRT green screens, clunky keyboards and electronic "pucks" to input your drawing data.

Interests, Hobbies and Passion Projects

Software Development – I love working in software especially web and games. Most recently, I have been experimenting in Unity working on Mobile, Switch and VR / AR concepts.

Electronics and bringing stuff to life, primarily focused on Arduino, Raspberry Pi, custom hardware and similar technologies.

Model building – all sorts including figure models, miniatures, dioramas, Gundam, robots and the likes.

User Interface Design – Both real and Fantasy (FUI). I love all aspects of how an end user interacts with computers and electronic devices