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Neda Communications, Inc.

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Summary

A rare combination of technical knowledge, engineering experience, and communications skills. The result: a master communicator of sophisticated engineering and business ideas. Can take any construct, no matter how complex or abstract, and articulate it with precision, clarity, and power.

- **Technical Knowledge.** Strong technical background; Ph.D. in Electrical Engineering. Broad background knowledge of electrical engineering and computer technology, with particular experience in data communications, wireless applications, PDAs, and location-based services. Experienced in both Windows and Unix environments.
- **Engineering Experience.** Over 20 years engineering experience, including systems analysis, design, project management, consulting, and entrepreneurship.
- **Communications Skills.** Superlative communications skills, written and verbal. A skilled and experienced technical communications professional; over 12 years experience in creating complex engineering documentation and articulating sophisticated business/strategic ideas.

Experience

Neda Communications, Inc. Bellevue, WA
Business Development Consultant 1999 – Present
Created a comprehensive public relations strategy for an industry-leading wireless data communications company. Created a complete set of written assets for public exposure and articulation of the company's central message, technology, and business model.

Planned and created numerous technical and business development documents critical to the success of the company. Wrote several ground-breaking industry white papers. Made extensive edits and re-writes to the company Business Plan.

Engineering Consultant Seattle, WA
Consultant 1991 – 1999
Provided consulting and/or contract engineering services for numerous clients and projects.

- Systems analysis services. Assisted clients in defining project scope and system requirements; created detailed functional specifications. Carried out project feasibility studies; analyzed alternative system configurations; generated estimates of project times and costs.
- Project management services. Scheduled and coordinated use of personnel and equipment to meet project goals, on time and within budget.
- Engineering design services. Carried out hardware design and verification at chip level and board level. Created hardware, software and system test plans. Implemented user interfaces for sophisticated medical patient care & monitoring systems.
- Technical communications services. Planned and created sophisticated engineering and business documentation. Created engineering design documentation for various products and systems, including product specifications, functional specifications, user interface specifications, and digital hardware design specifications at system level, board level, and chip level. Planned and created comprehensive end-user documentation.

Imagesystems Inc.

Renton, WA

Owner

1988 – 1991

Involved in all aspects of a high-technology start-up company that developed advanced image processing hardware and software systems.

- Created the company Business Plan. Did market research and analysis; defined target markets; established sales and marketing strategies. Formulated plans for all company operations, such as R&D, manufacturing, distribution, sales, service. Determined personnel needs; established a recruitment schedule. Constructed detailed financial projections.
- Created all engineering documentation, including functional and design specifications for both hardware and software. Planned and created all user documentation: tutorials, hardware and software reference manuals, programmer's manuals, user manuals.
- Created all sales/marketing materials: wrote product brochures, data sheets, flyers, press releases. Carried out all sales activities: generated and followed up on sales leads, generated first customer sales.

TransCanada Pipelines

Toronto, Canada

Design Engineer

1979 – 1981

- Implemented various modifications and enhancements to natural gas compressor stations, to improve plant performance, efficiency, or safety.
- Designed installation of computer hardware and developed software for automatic plant process control.

Education**University of Washington**

Seattle, WA

Ph.D. in Electrical Engineering

1988

Doctoral research project: Designed and implemented a hardware/software system for automatic computer analysis of medical ultrasound images.

University of Toronto

Ontario, Canada

M.S. in Electrical Engineering

1978

Master's research project: Designed and implemented a system for real-time process control of a mineral ore processing plant at a zinc mine in Quebec, Canada.

University of Cambridge

(King's College), England

M.S. in Electrical Engineering

1970-1973

B.A. (Honors) in Engineering, 1973

M.A. in Engineering, 1977

Awards and Honors

- University of Washington Graduate Tuition Scholarship, 1988.
- University of Washington Teaching Assistant Award, 1985.
- Physio-Control Graduate Teaching Fellowship, 1982-85.
- University of Toronto Teaching Assistant Award, 1977.
- First year undergraduate design award, 1971.
- Open scholarship to King's College, Cambridge, 1970-72. (King's College), England 1970-1973

Publications

1. Banan M and Hammoude A. *Operation WhiteBerry*. A component of LEAP Manifesto, LEAP Forum, Bellevue, WA, January, 2000. Available at <http://www.LEAPForum.org/operationWhiteberry/index.html>.
2. Banan M and Hammoude A. *Free Protocols Foundation Policies and Procedures*. Free Protocols Foundation, Bellevue, WA, January, 2000. Available at <http://www.freeprotocols.org/freeProtocolProcess/main.html>.
3. Hammoude A. *An Empirical Parameter Selection Method for Endocardial Border Identification Algorithms*. Computerized Medical Imaging and Graphics 25:33-45, 2001.
4. Hammoude A. *Edge Detection in Ultrasound Images Based on Differential Tissue Attenuation Rates*. Ultrasonic Imaging 21:31-42, 1999.
5. Hammoude A. *Endocardial Border Identification in Two-Dimensional Echocardiographic Images: Review of Methods*. Computerized Medical Imaging and Graphics 22:181-193, 1998.
6. Hammoude A. *An Empirical Parameter Selection Method for Border Identification Algorithms*. Computers in Cardiology, 1998.
7. Hammoude A. *Edge Detection in Echocardiographic Images Based on Differential Tissue Attenuation Rates*. Computers in Cardiology, 1997.
8. Hammoude A. *A Contour Extraction Algorithm for Echocardiographic Images*. Computers in Cardiology, 1997.
9. Hammoude A and Smith HW. *Experiments with Self-Tuning Control of Flotation*. Proceedings, IFAC Symposium on Automation in Mining, Mineral and Metal Processing, 1980.

Work Samples

The following are a few samples of my recent work. All of these are available for review at the indicated URLs.

- **Operation WhiteBerry**. Wrote industry white paper Operation WhiteBerry, for and under the direction of the LEAP Forum. This is a ground-breaking paper that I, and the client for whom it was written, expect to change the face of the mobile messaging industry. <http://www.leapforum.org/operationWhiteBerry/index.html>
- **The WAP Trap**. Wrote industry white paper The WAP Trap, for and under the direction of the Free Protocols Foundation. This widely-read and highly influential paper cogently exposes the fraudulence of the Wireless Application Protocol (WAP), and the WAP Forum.
- **ByName Subscriber Services**. Created all written materials and web pages for ByName, the world's first Libre Services. <http://www.byname.com>
- **Free Protocols Foundation**. Created all written materials and web pages for the Free Protocols Foundation. In particular, wrote the Free Protocols Foundation Policies and Procedures. <http://www.freeprotocols.org/freeProtocolProcess/main.html>