

# Andrew Hammoude

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## Summary

- Skilled and experienced technical communications professional
- Strong technical background—Ph.D. in Electrical Engineering, plus broad background knowledge of electrical engineering and computer technology
- Superlative communications skills, written and verbal
- Over 14 years experience creating complex engineering, business and strategic documentation

## Experience

### Senior Engineer/Writer

*Neda Communications Inc., Bellevue, WA, 1999–2009*

Responsible for all technical, business and strategic communications for an industry-leading Internet services company.

- *Libre Services.* The intellectual co-originator and visionary behind Libre Services, a radically new, non-proprietary model for delivery of Internet services. Created a series of ground-breaking industry white papers to describe the Libre model and articulate the company strategic vision [1] [2] [3] [4].
- *Open Business Plan.* Formulated and articulated the Libre business model in the form of a unique Open Business Plan [3].
- *Free Protocols Foundation.* Co-founded the Free Protocols Foundation (FPF), an organization dedicated to the promotion of free protocols, software, and services. Wrote the *Free Protocols Foundation Policies & Procedures* [5], and numerous FPF articles and position papers, including the highly influential industry papers *The WAP Trap* [6] and *Operation WhiteBerry* [7].
- *Website Content.* Created all website content for Neda Communications, the FPF, and multiple other website domains.

### Engineering Writer/Consultant

*Seattle, WA, 1991–1999*

Provided technical writing and contract engineering services for numerous clients and projects.

- *Engineering design documentation.* Created technical design documentation for a variety of hardware products and subsystems, including functional specifications and hardware design specifications at system level, board level, and chip level.
- *Product development documentation.* Planned and created product specifications and user interface specifications. Created hardware, software and system test plans. Created other engineering-related documents such as product approval submissions and technical bulletins.
- *User documentation.* Planned and created comprehensive end-user documentation such as operations manuals, reference manuals, and user manuals.

- *Engineering services.* Carried out hardware design and verification at chip level and board level. Implemented user interfaces for sophisticated medical patient care systems.
- *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.

### **Owner**

*IMAGEsystems, Inc., Renton, WA, 1988–1991*

Involved in all aspects of a high-technology start-up company developing 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, fliers, data sheets, press releases. Carried out all sales activities: generated and followed up on sales leads, generated first customer sales.

### **Design Engineer**

*TransCanada Pipelines, Toronto, Canada, 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**

- **Ph.D. in Electrical engineering, 1988**  
*University of Washington, Seattle, 1981–1988*  
*Doctoral research:* Designed and implemented a hardware/software system for automatic computer analysis of medical ultrasound images.
- **M.S. in Electrical Engineering, 1978**  
*University of Toronto, Canada, 1974–1978*  
*Master's research:* Designed and implemented a system for real-time process control of a mineral ore processing plant.
- **B.A. (Honors) in Engineering**  
**M.A. in Engineering**  
*University of Cambridge, England, 1970–1973*

## **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.

## Work Samples

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

1. ***Libre Services: A non-proprietary model for delivery of Internet services.*** Free Protocols Foundation, 2006. Provides a complete description of the Libre Services conceptual model.  
<http://www.freeprotocols.org/PLPC/100101>
2. ***The By\* Concept: A Unified Model for Internet Services.*** Neda Communications, Inc., 2007. Describes the By\* unified services model, a specific implementation of the Libre model.  
<http://www.neda.com/PLPC/110001>
3. ***The By\* Family of Libre Services: The future of the Internet Services industry.*** Neda Communications, Inc., 2008. This unique document is both the Neda company business plan, and a general Open Business Plan, open to readership by anyone. Provides a detailed description of the business dimension of the Libre model, making the case for deployment of Libre Services in a commercial context.  
<http://www.neda.com/StrategicVision/BusinessPlan>
4. ***Neda's By\* family of Libre Services: An Instance Example for Non-Material Capitalism.*** Neda Communications, Inc., 2008. A comprehensive set of documents, describing every dimension necessary for real-world adoption of the Libre Services model—technical, engineering, business, societal—and presenting a complete blueprint for this to become the new model for delivery of Internet services, worldwide. It includes the above three documents, and multiple other supporting documents.  
<http://www.neda.com/PLPC/110004>
5. ***Free Protocols Foundation Policies & Procedures.*** Free Protocols Foundation, 2000. The principal defining document for the FPF, and the definition of a set of formal procedures for the creation and maintenance of patent-free protocols.  
<http://www.freeprotocols.org/PLPC/100201>
6. ***The WAP Trap: An Expose of the Wireless Application Protocol.*** Free Protocols Foundation, 2000. This widely-read and influential paper cogently exposes the fraudulence of the Wireless Application Protocol (WAP), and the WAP Forum.  
<http://www.freeprotocols.org/PLPC/100014>
7. ***Operation WhiteBerry: Creation of a Truly Open Mobile Messaging Solution.*** Free Protocols Foundation, 2001. Describes an open model for the mobile messaging industry.  
<http://www.freeprotocols.org/PLPC/100006>