

WILLIAM L. THOMAS

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SUMMARY

A broad range of experience in consumer electronics engineering, including business start up, department management, product design, product management, new business development, systems architecture, and research and development of new systems. Recognized as a leader in the cable television and audience measurement industries through project management and technical achievement including publications and patents.

EXPERIENCE

GLIDR INC, Mountain View, CA

August 2019 – December 2022

Head of Product / Founder

Startup that built a streaming service management app for consumers.

WILLIAM THOMAS CONSULTING, Aurora, CO

April 2018 – Present

Consultant

Providing patent / idea creation services to startup businesses, patent law firms and technology companies. Helping out with two small companies Skyboxe (skyboxe.com) and Nimbus (nimbusdigitalart.com).

TIVO / ROVI CORPORATION, Golden, CO

April 2012 – April 2018

SVP Technology

As of September 2015, moved full time into the IP and Licensing business unit as an industry and technical advisor. Continued to provide support to the product organization as needed.

SVP Technology

Starting in August 2014, responsible for Innovation activities within the Discovery business unit. Also responsible for the partner relations activities with cable product vendors. Advisory role for iGuide and DTA product development.

SVP Technology

Responsible for running the Golden office as well as the Engineering teams for the i-Guide and Rovi DTA guide products. Active in the internal Patent management process through various committees.

ROVI CORPORATION

(previously **MACROVISION**), Radnor, PA

May 2008 – April 2012

SVP Product Management

Responsible for product management for all Service Operator IPG products. This includes the i-Guide and j-Guide products developed by GuideWorks and the Passport products developed by Aptiv Digital. Develop new business opportunities and markets, manage product roadmaps and support customer communications. Macrovision acquired Gemstar - TV Guide.

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GEMSTAR - TV GUIDE, Radnor, PA / Tulsa, OK

June 2003 - May 2008

SVP Product Development

Responsible for both product management and technology activities for the TV Guide cable IPG products developed with the GuideWorks joint venture. Coordinate roadmaps and customer communications. Responsible for new business development in the IPG group.

SVP & Chief Technology Officer

Named as CTO for the Advanced Television Group division of Gemstar - TV Guide, responsible for the TV Guide Channel and TV Guide Interactive products. Lead development for TV Guide's first interactive television application "TV Guide Select". Managed deployment of TVGI clickstream research technology. Technical liaison to the GuideWorks IPG joint venture with Comcast. Involved in corporate strategy and cross division projects.

LIBERTY BROADBAND, Tulsa, OK

May 2002 – June 2003

SVP & Chief Technology Officer

Named as CTO of the Liberty Broadband Interactive Television (LBIT) division of Liberty Media. LBIT was formed to roll up iTV companies and encourage the industry to move interactive applications into the mainstream of the television viewing experience. Companies managed by LBIT are OpenTV, Wink and ACTV. Duties include due diligence on companies acquired and considered for acquisition or investment, direct involvement in the technical management of acquired companies, and supporting the technical aspects of the startup company facilities.

GEMSTAR - TV GUIDE, Tulsa, OK

Early 2000 – May 2002

Chief Technology Officer

Named as CTO of the newly formed TVGI division of Gemstar - TV Guide International. Provides strategic and technical direction for the company. Co-manage the division. Hired Sr. VP to manage development activities. Focus is on new business development as well as product line technical strategy in VOD, DVR, multi-platform and e-commerce areas.

TV GUIDE NETWORKS, Tulsa, OK

Mid 1999 – Early 2000

Sr. Vice President Product Development

With the merger of UVSG and TV Guide, continued managing the development activities outlined below. The new digital Prevue Channel system was renamed TV Guide Channel and successfully deployed to approximately 3000 cable headends, serving 50 million households. The Prevue Online and TV Guide websites were merged into the leading television site, with over 3 million unique users a month. Prevue Interactive, running on Motorola digital settops, was renamed TV Guide Interactive and now serves over 6 million households. Responsible for leading an aggressive IP patent development program, leading to 50 new patents filed per year.

PREVUE NETWORKS, Tulsa, OK

Nov 1996 - Mid 1999

Sr. Vice President Product Development

With the acquisition of TVGOS by Prevue Networks (a UVSG company), was appointed to head the product development activities of engineering groups located in Tulsa, Denver, Philadelphia and New York. Product responsibilities included the Prevue Channel (as seen in 47 million households), The Barker, Prevue Interactive program guides and Prevue Online. Also managed

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international product development and support. Managed a successful re-design of the Prevue Channel to a satellite delivered digital broadcast system. System design features included a satellite driven PC file server running a distributed database and custom MPEG / video graphics card. The Prevue Online website was launched with industry leading features. Several interactive program guides were designed and launched on advanced analog and digital settops. Chaired the division's management team for 12 months while search was undertaken for President.

TV GUIDE ON SCREEN, Greenwood Village, CO

Nov 1993 - Nov 1996

Vice President Product Development

One of the founders of the company, a joint venture of TCI and News Corp, responsible for product development of passive and interactive program guides. Staffed a department of internal and contract development resources totaling greater than 40 employees in multiple geographic locations. The company's first product, the On Screen Channel passive guide, reached 3 million cable households in its first year in the marketplace. Successfully managed the development and operations of interactive guide field trials in multiple cities, leading to a release of advanced analog and digital interactive guides in 1996. Responsible for development of the Data Management System which processes and enhances the TV listings from TV Guide magazine for use on multiple electronic guide platforms. Represent the company at trade shows and in technical meetings.

NIELSEN MEDIA RESEARCH, Dunedin, FL

Aug 1988 - Nov 1993

Vice President Engineering & Technology

Hired to turn around the hardware and software development organization of 80 employees. Provided leadership resulting in significant improvement in the productivity of the organization, including winning an award for development of the System 2000 metering system. Staff was reduced to 50 employees, with significant improved performance by introducing an organized and consistent development process. Moved all equipment manufacturing to outsource vendors, resulting in an inventory reduction of over 3 million dollars. Improved the facilities, as needed for effective development, including consolidation of several locations into a new building. Lead research and development of a non-intrusive passive people meter, as well as an active/passive channel metering system. Presented company technical strategy to internal users, customers and industry conferences.

ATC (TIME INC), Englewood, CO

Oct 1984 - Jul 1988

Director Engineering & Technology

Responsible for the development of the MediaWatch TV commercial monitoring system, coordinated transfer of project to Arbitron/CDC. Directed implementation of broadband and baseband LANs. Selected as the primary technical strategist in developing ATV and HDTV position for ATC.

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Sr. Director R&D Projects, Research and Development Department

Responsible for execution of development projects, including management of a staff consisting of three Directors and twenty-five engineers and technicians.

Director of Communications Products, Research and Development Department

Managed development of digital audio transmission systems and home entertainment control systems.

ZENITH ELECTRONICS CORPORATION, Glenview, Illinois Apr 1976 - Oct 1984

Director of CATV Communications Products

Responsible for department of twenty-five staff members as described below. Coordination of department move to new facility.

Manager of CATV Products

Managed Engineering Department of three Section Managers and twenty engineers and technicians. Product areas were teletext, videotex, and two-way CATV systems. Responsible for the development of the ZVIEW IPPV system. Activities included department budgeting, salary reviews, product planning, staff supervision of hardware and software groups, coordination with other departments, customer support, new product presentations, preparation and delivery of technical papers, and trade show exhibits.

Manager of Videotex Engineering

Full responsibility for department that designed and manufactured videotex products. The product line included over ten hardware and software items for origination and reception of teletext and viewdata signals. These products were used by cable, broadcast, and private customers.

Research Engineer

Research and development work in the areas of ghost canceling, digital signal processing teletext, and viewdata. Design skills included hardware and software capability.

OTHER

Sept 1970 - April 1976

Member of the technical staff at ESL, Inc. specializing in software analysis of worldwide radio spectra. During college, worked as engineering trainee of Zenith and as a broadcast engineer of radio station WBAA.

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EDUCATION

BSEE with distinction (honors program), Purdue University, May 1974.

MSEE specializing in communications, Purdue University, August 1975.

LICENSES, MEMBERSHIPS

Member of IEEE and SCTE. Extra class amateur radio license, first class radiotelephone license. Selected as OYMA in 1987.

PUBLICATIONS, PATENTS, AWARDS

Have published and presented over 30 papers in the areas of teletext, videotex, digital audio, amateur radio, television ghost canceling, two-way cable systems, audience measurement systems and electronic program guides. Have received two outstanding paper awards.

Over 150 patents have been granted for teletext, audience measurement, wagering systems and electronic program guide systems.

Represented company in receiving a 2013 Technical Emmy for IPG product development.

Received two Rovi lifetime achievement awards for 50 and then 100 patents.

Inducted into Cable TV Pioneers organization in June 2013.