Richard Bettencourt

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OBJECTIVE:

A challenging and interesting position leveraging my software development background, while blending that with the skills I currently use as a teacher and presenter of Apple hardware, software, and service solutions. Enjoy creating interactive content, generating digital books and presentation material. Currently create many small demonstrations to illustrate concepts or techniques. Look forward to creating and/or teaching a more complete, finished, and polished product.

EDUCATION:

9/80-6/84 **University of Lowell**, Lowell Massachusetts

Bachelor of Science in **Computer Science**, **Magnum Cum Laude.**

Graduated 3rd in my class. Deans List for four years. CS GPA was 3.9. Course work included Software Engineering, Digital Logic, Logic Design, Microprocessors, and Graphics. Paid 100% of school and living expenses.

EXPERIENCE:

10/2003-present **Apple Inc**, Cupertino CA

Senior System Engineer

Sold, consulted, demonstrated, and taught in the higher education market of central and western New York. Territory has grown across New York state, into VT, PA, WV, CT, and RI. Engagements scaled from one-on-one to many hundreds of people including students, faculty, administrators, and leadership. Accounts range from small private colleges to state universities and into the universe of the Ivy Leagues. Help with other teams in K-12 and other Universities.

Gained the trust of my customers by providing honest and frank conversations about Apple solutions, services, products, workflows, and features sets. Liaison between the customer and Apple Engineering. Provided IT with best practices, advised on uses, configurations, and setup.

Worked with leadership, faculty, and students to understand Software, the App Economy, how Apps work, the development of those Apps, and the conversations needed to relate concepts tailored to each customer.

Generally, my accomplishments fell into five categories: 1) Mentoring, working, and teaching faculty about Apple products and best practices 2) Working with IT on services and support of the Modern Apple Deployment architecture. 3) Preparing and presenting seminars and/or workshops at local and regional academic and IT conferences and specifically focused events at institutions. 4) Bringing modern digital teaching and learning techniques using Apple Products to optimize/enhance the student engagement and learning experience 5) Supporting the customer with any technical issues/questions/concerns they have and connect engineering responses to the institutions if necessary. Examples are as follows:

-Created, demonstrated, and taught Digital Book creation and distribution. Recently helped institutions that used iBooks Author to transition to Pages for their Digital Book needs.

-Created a computer simulation for Rye school's 5th-grade class by turning the classroom into a computer, with students playing the roles in the computation, logic, and steps to sort pencils based on length.

-Mentored and worked with faculty on the original iLife suite, as it changed throughout the last 18 years up until today's collection of creative software.

-Worked with university IT leadership and administrators on Deployment, configuration, and management of Apple macOS, macOS Server, tvOS, iOS, and iPadOS. This includes the complete transition from WorkGroup Manager to the latest modern deployment, management techniques, and best practices.

-Wrote and distributed a monthly Newsletter for university IT and technically focused faculty to over 600 individuals.

-Created and taught objective C classes for IT.

-Presented the Keynote address and mentored students for a Hackathon at Bergen Academies in NJ. Based on its popularity, was asked back for 2 additional years.

-Demonstrated various third-party offerings on Apple platforms including collaboration, content creation, media production & editing, Mobile Device Management, digital signage, and other education applications. Many sessions demonstrated a complete solution to a problem, rather than one specific tool use, integrating both built-in and App Store Apps.

-Taught and demonstrated software development of Objective C, Swift, Augmented Reality, GPS, Bash, Terminal, Client-Server communication, automation, and other software libraries.

-Designed, sold, and deployed Apple's Xsan (Storage Area Network), Servers, and Xserve RAIDs to universities meeting their massive storage and performance demands.

-Taught faculty how to create podcasts that integrated with blogs and website development using Garage Band, Mac Server services, Podcast Producer, and iWeb.

-Mentored faculty on creating online classes using iTunes University. Work-flowed content creation, engaging students with course materials and collaborating with peers in those courses. Showed many additional workflows, including how to iterate on class assignments and submissions by using PDF Markup for grading /commenting.

-One primary responsibility was teaching IT Leadership, Faculty, and students, and administrators about Apple technologies including creation of content, deployment, best practices, Software and Hardware features, Apple Services, describing how things work, and steps on how to accomplish specific tasks. I have done many hundreds of these sessions over my 18 years at Apple.

To optimize those and other events, I offered a catalog of course sessions for IT and faculty to select from. Updated as Apple's solution sets were changed and new topics were available. Account Executives would use this to disseminate information and to promote our ability to help and maintain deeper connections with our customers. One example was teaching workflows allowing faculty to use iPads, Apple Pencil, Macs, and iPhone for content creation. It used Handoff, Universal Clipboard, and other built-in tools to build an informative collage using multiple Apple devices. Faculty would take a picture with iPhone, mark it up with their pencil on the iPad, dropped it into preview, and by using Instant-Alpha removed unwanted background, then dragged the result into a Keynote deck, which allowed composition through layering to build and position the collage elements.

-Participated in many bids for "Request for Proposals" (RFP) and "Requests for Information"(RFI), when customers needed these more formal procedures.

-Worked with other teams, both Account Executives and System Engineers across the nation, to help with events and sales in their territories.

-Worked and collaborated with my local and national Leadership Executives to promote more strategic teaching and learning experiences on campuses.

-Participated in SE Office hours, an online teaching, question and answer experience for the Northeast and Central customers via WebEx.

-Routinely presented material, IT updates, App demonstrations, and other content via WebEx to my and my fellow SE's customers. This allowed us to Maintained relationships with current and new customers. Done prior to Covid times, but have greatly increased in regularity, since last March.

-Participated in many workshops and faculty development days where my sessions were featured as part of the day's itinerary.

-Early in my Apple tenure, I created a 2-day workshop that taught Syracuse University Faculty about 12 different Apple topics each approximately an hour long.

-Encouraged universities and their faculty to become Apple Distinguished Schools and Educators. Was able to mentor 4 into achieving this and have three more close to or working toward this goal.

-Encouraged and mentored 3 of my universities and their faculty to become "Mac As Choice" designated schools and "Student Success" initiatives.

-Helped my Account Executives achieve more than 100% of their quota many of my 18 years at Apple.

-Have worked with several Medical institutions for sales of Macs, AppleTVs, iPads, and iPhones for the medical side of my hospital-connected and research schools. Three of which have become "Apple Distinguished Schools".

-Contributed and participated in the Development Special Interest Group.

3/95-9/2003 **Building Block Software**, Webster NY

Owner/Founder

Contracted Software Architect/Engineer

Building Block Software performed contracted software consulting services, with a concentration in software architecture and project completion. Managed a team of up to 4 developers. There are many examples of projects, from Kodak's "Picture Makers" that are deployed in many of the pharmacies all over the world to nuclear power plant safety alert systems.

9/96-1/99 **HighSoft INC.**, Mountain View CA

Principal Software Architect

Tutor/Mindreader

Fundamental in the architectural work for their two featured products Tutor and Mindreader.

11/92-9/93 **Xpert Solutions**, Fairport NY

Senior Partner

Xpert Solutions, a software development service organization modeled after a law firm. Xpert Solutions was made up of a hierarchy of software architects, designers, and developers; each with their areas of expertise. Participated in reshaping the original organization into a partnership of professionals. As a Senior Partner, created the Object Services group, concentrating on all facets of Object-Oriented Solutions.

9/90-8/96 **Eastman Kodak Co.**, Rochester NY

Framework Architect / Research Associate / Senior Software Engineer

IMA(Image Manipulation Architecture)

IMA was Kodak's core, object-oriented, imaging framework for manipulating transformable data including; vectors, images, sound, time, and ICIC. As a senior member of the design and development team, integrated requirements and functionality of Research, Advanced Development, and Product sub-teams. The IMA frameworks were the foundations of Kodak's future digital imaging directions.

Principal Architect / Senior Software Engineer

ICIC(Intelligent Color Imaging & Communications)

Evangelized and created the ICIC, which was Kodak's new image paradigm of the ’90s. Combining Imaging, Segmentation, Composition, Compound Documents, 3d, and links, it synthesized an interactive original scene from a picture. Details available upon request.

Principal Architect / Toolkit Technical Leader / Software Engineer

ColorSystems/KCMS(Kodak Color Management System)

Designed and led the development of ColorSense, a complete color management package, incorporated a developer’s toolkit, operating system extensions, and an end-user application, giving complete control over the color management process. Received the Eastman Kodak “Special Recognition Award”. Participated in the first Association for Color Developers representing Kodak from the software, API, and overall architecture perspectives.

2/87-9/90 **Apollo Computer Inc.**, Chelmsford MA

Software Engineer

Advanced Technology/Base Graphics

Worked on many hardware and software projects for the Base Graphics group provide low-level 2D graphics, window management as well as integration with the 3D renderers and hardware device drivers for all Apollo Workstations. Duties ranged from Project Engineer to writing assembly code for RISC-based display controllers. Details available upon request.

7/84-2/87 **Eastman Kodak Co.**, Rochester NY

Software Engineer

KIMS-I (Kodak Image Management System - First Systems)

KIMS used the Apollo Domain network to transmit high-resolution images and associated annotation to workstations within an office environment. The vision was a paperless collaborative office environment. Many details available upon request.

3/85-8/85 **Author of BugNapper**

BugNapper was the first source-code debugger designed to be used with Borland's Turbo Pascal on an IBM PC/Comp, using graphics or text mode. The user interface used windows and color to provide a clean separation of the program's screen, code, and data. It ran from within Turbo Pascal or DOS and was also portable to other compiler or language environments.

PATENTS: "A Camera for Generating and Recording Object Data with the Recorded Image", Docket #73773DMW

INTERESTS: Enjoy my family, hiking, woodland gardening, aquaponics, permaculture, and other outdoor activities.