

# Curriculum Vitæ

Dr. Hellmuth Broda

## Personal Data

Address	Holbeinstrasse 19; 4051 Basel, Switzerland
Email	hellmuth.broda@computer.org
Home page	<a href="http://www.hellmuthbroda.com">http://www.hellmuthbroda.com</a>
Phone	+41-61-273-1505
Mobile	+41-79-407-8015

## Strenghts

- Conceptual, high level information technology and marketing strategist experienced in know-how transfer to private and public sector decision makers
- Experienced manager serving as chairman or board member on several boards; broad horizontal industry knowledge
- Solid R&D process and issue knowledge in the Chemical and Pharmaceutical Industry based on ten years' professional experience
- Good knowledge of healthcare issues especially around e-Health due to years of related committee work
- Excellent communicator with the ability to explain complex issues and proposals understandably, clearly and credibly
- Experienced keynote speaker and conference chair at international level; member on numerous advisory boards and elected to two scientific academies
- Business experience in Europe, North and South America, Middle East, Asia, Africa
- Extensive personal international network with governments, industry executives, research, educational sector

## Professional Development

### 2009—today Dr. Hellmuth Broda Consulting

9/2008—pres. **Executive Information & Communication Technology Advisor** (Basel, Switzerland)

Working with international organizations, consulting companies, IT companies:

- Chairman, Avalis Healthcare Systems, Switzerland
- Preparation of a study with an international organization (IKED) on "Enabling ICT for Innovation Development" for a country in the Middle East
- Business Development Advisor for several IT companies
- Executive Advisor with Experton Group

## 2008 First Ondemand

9—12/2008 **VP Business Development**

First Ondemand Ltd. (a security software company), Fareham, Hampshire, UK; working remotely from Basel, Switzerland

### **Responsibilities:**

- Present First Ondemand's solutions to national and international trade and industry associations, at conferences, to press and analysts
- Grow the business by using the high-level contacts network
- Contribute to creating a concise messaging for the company

### **Accomplishments:**

- *Established over 70 new contacts for the company*
- *Represented the company at the 2<sup>nd</sup> Identity Conference in London and at the Global Forum 2008 in Athens*

## 1995—2008 Sun Microsystems

2006—2008 **Chief Technology Officer (CTO), Global Government Strategy**

(Sun Microsystems Inc., Menlo Park, CA; working remotely from the Basel office)

### **Responsibilities:**

- Promote the group's strategy that enables Sun technology to be used as a social utility
- Connect Sun to the world's ultimate service providers – Governments
- Represent Sun to a wide variety of audiences promoting key Sun positions to ensure leverage of opportunities
- Member of Sun's Liberty Staff team and the OpenDocument group

### **Accomplishments:**

- *Represented Sun to a wide variety of audiences to reinforce key Sun positions (especially in Identity Management, Open Source, Open Systems, Open Standards, OpenDocument, Sustainability)*
- *Delivered 60 keynotes and customer presentations to governments and the private sector*
- *Represented Sun in the Liberty Alliance Business Marketing Expert Group, in the Public Policy Expert Group and the e-Gov SIG (Special Interest Group), contributed to privacy work in and recruited many members for the Liberty Alliance*
- *Continued to serve as chairperson for the annual European Net-ID conference (since 2005)*

2005—2006 **European CTO, Strategic Insight Office** (Sun Microsystems Inc., Corporate

Marketing, working from the Basel office)

**Responsibilities:**

- Strategic technology transfer to customers of all industries
- Keynote speaker at industry conferences
- Speaker and “storyteller” at the Executive Briefing Center
- Member of Sun's Liberty Staff team and the corporate strategy & vision team
- Active contribution to Liberty Alliance Business Marketing Expert Group (BMEG)

**Accomplishments:**

- *Facilitated several large deals*
- *Gave 75 keynotes and customer and partner presentations*
- *Contributed content to and appeared as speaker in the internal Sun training video on “Strategic Insights” for the field*
- *Contributed my material on identity/trust/privacy to the formal presentations for Liberty Alliance and recruited many members for the Alliance*
- *In 2005 recognition through Sun's “Chairman's Award for Innovation” with the Liberty Alliance team*
- *Promoted to Distinguished Marketing Director.*

1998—2004 **CTO EMEA** (Sun Microsystems Inc., Global Sales Organization, working from the Basel office)

**Responsibilities:** Sales support through strategic technology transfer to customers of all industries, keynote speaker at industry conferences.

**Accomplishments:**

- *Translated Sun's “Vision and Strategy” (V&S) messages for the European market following a request by the EMEA SVP*
- *Produced a training DVD on Sun V&S which was distributed to the Sun sales force in EMEA*
- *Compiled a team of 16 experienced speakers from 12 different countries, formed the “EMEA Vision Council” and led and managed the council 1999—2005*
- *Contributed to and worked with the global vision council (1998—2004)*
- *Gave over 200 keynotes and executive presentations*
- *Contributed to the use case scenarios and specification work for Federated Identity and recruited many members for the Liberty Alliance.*

1995—1998 **Country Technology Manager** (Sun Microsystems [Schweiz] AG, Zurich)

**Responsibilities:** Member of the Country Management Team, Systems Engineering Manager, head of the Competence Center, Sun technology spokesperson and Java evangelist

**Accomplishments:**

- *Introduced Java to Swiss customers, the market and media*
- *Evangelized Sun's vision, strategies, and technologies by delivering over 170 presentations to executive management at seminars, trade shows and conferences*
- *Led the system engineers (SE, pre-sales), held the weekly SE meetings*
- *Consulted customer management on strategic technology issues*

## 1990—1995 F. Hoffmann-La Roche AG

1990—1995 **Director, Pharma R&D Information Systems Development** (F. Hoffmann-La Roche AG, Dept. PRIS, Basel)

**Responsibilities:** Managing application development for preclinical and clinical information systems and biological and chemical databases. Leading a team of 55 developers in Basle and responsible for a team of 33 in Nutley, NJ

**Accomplishments:**

- *Re-railing and recovery of a large international database project*
- *Introduction and organization of a monthly informatics seminar*
- *Organization and Implementation of a "Software Producing Unit Maturity Assessment" (BOOTSTRAP)*
- *Introduction of a project-based (flat) organization for the department*
- *Co-author of "Roche Pharma Project Management Guidelines"*
- *Internationalization of a logistics project for the Galenics Group*
- *Introducing IT systems standards in the company*

## 1985—1990 Ciba-Geigy AG

1985—1990 **Project Group Leader, Scientific Computing Center** (Ciba-Geigy AG, Basle):

**Responsibilities:** Leading a team of twelve analysts and developers, Coordination of the requirements engineering for AGRO Research

**Accomplishments:**

- *Specifications of the detailed user requirements in AGRO Research.*
- *Database design for complete research information in AGRO.*
- *Contributed to the introduction of standard software (Unix, C, ksh; TEX for document generation; C-WEB for integrated documentation inside the*

code base)

## 1975—1985 Scientific Assistant and Lecturer Positions

- 1984—1985 **Scientific Assistant** (Konstanz University, Dept. of Biophysics): Research on membrane biophysics (electrophysiology of single ion channels in cell membranes, patch clamp technology) and software development for data analysis
- 1983—1984 **Scientific Assistant** (Max Planck Institute for Cellular Biology, Ladenburg/Heidelberg): Research on the biochemical mechanism of the biological circadian clock in *Acetabularia mediterranea*
- 1980—1983 **Visiting Scholar and Tutor in Biology** (Harvard University, Biolabs): Research on the biochemical mechanism of the circadian clock in *Gonyaulax polyedra*; design and implementation of a computer network for data acquisition and analysis
- 1978—1980 **Scientific Assistant** (Max Planck Institute for Cellular Biology, Ladenburg/Heidelberg): Research on the biochemical mechanism of the biological circadian clock in *Acetabularia mediterranea*; Planning, design, implementation and maintenance of a computer system for data acquisition, monitoring, analysis and visualization of the long-term biological rhythm data from the 60 simultaneous long-term experiments
- 1975—1978 **Student Assistant** (Albert-Ludwigs University Freiburg/Br.) teaching classes on Computers in Biology, Biophysics, Biology classes for medical students

## Parallel (Sideline) Activities

- 2008—present **Chairman of the Board of Directors** (Avalis Healthcare Systems AG, Zurich)
- 2001—present **Scientific Advisory Board** (Swiss Academy of Engineering Sciences, SATW). Vice President of the Board since 2005
- 2005—present **ICT Commission** (SATW)
- 2001—present **Spokesperson** and member of Business Marketing Expert Group (Liberty Alliance Project). Since 2008 “Individual Sponsor” of the Alliance
- 2006—present **Spokesperson** (OpenDocument Alliance)
- 2003—present **Curator** (Fraunhofer Institute for Integrated Circuits, Erlangen)
- 1999—2003 **Curator** (Fraunhofer Institute for Factory Operation and Automation)
- 2001—2007 **Executive Jury Member** (European IST Prize, representing Switzerland)
- 2008—present **Jury Member** (Swiss ICT Award)
- 2003—2008 **Scientific Advisory Board** (Avalis Telemedicine AG, Basel)
- 2000—present **Advisory Board** (DAI-Lab, Technical University Berlin)

- 2004—present **Advisory Panel** (DGRI, German Association for Law and Informatics)
- 2005—present **Advisory Board** (SwissITmedical.net)
- 2008—present **Steering Committee eHealth** (a<sup>+</sup>, Swiss Academies of Sciences)
- 2001—present **Steering Committee** (Global Forum)
- 1999—2003 **Working Group, Digital Divide Initiative** (World Economic Forum)

## Professional Memberships

- Elected member, Swiss Academy of Engineering Sciences (SATW)
- Elected member, European Academy of Sciences and Arts
- German Computer Society (GI)
- IEEE Computer Society
- ASQF – Working Committee for Software Quality and Advanced Training
- Fraunhofer Gesellschaft

## Publications, Lectures, Interviews and Media

- Over 500 strategic technology presentations at conferences and customer sites
- About 50 articles on internet technologies, Identity Management, Privacy, e-Health, Java, Jini, Web Services
- 23 scientific publications (1975—89)
- Several Radio- and TV interviews

*(List available upon request)*

## Education and Training

### Company Training

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| <ul style="list-style-type: none"> <li>● Executive training</li> <li>● Rhetoric training</li> <li>● Presentation training</li> <li>● Spokesperson training</li> <li>● Sales methodology training</li> </ul> | <ul style="list-style-type: none"> <li>● Project management</li> <li>● Kepner-Tregoe decision methodology</li> <li>● Time management</li> <li>● Diverse computer skills courses</li> </ul> |
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### University Studies

- 1975—1978 **Doctoral study, research work, and dissertation** in biophysics, Albert-Ludwigs-University, Freiburg/Breisgau (Electrophysiological Studies on the complex eye of *Drosophila melanogaster*), promoted to *Doctor rerum naturalium*
- 1969—1975 Studies in **Chemistry and Biology**, Albert-Ludwigs-University, Freiburg/Breisgau

Staatsexamen (Master equivalent) degree. Thesis work on electronic simulation of optomotoric experiments

### **Military Service**

1967—1969 Army engineers, German army

### **School Education**

1958—1967 Melanchthon-Gymnasium Nürnberg (classical language high school)

1954—1958 Pestalozzi-Schule Nürnberg (Grammar School)

### **Languages**

German	Mother tongue
English	Fluent
French	Intermediate
Spanish	Basic
Italian	Basic
Portuguese	Basic comprehension

### **Personal Interests**

General	International travel, hiking, nature, animals, photography, foreign cultures
Culture	Art, history, literature, theater, opera, food and wine
Music	Classical music, Jazz, singing
Sports	Skiing, biking, inline skating, sailing, snorkeling

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