

Scott A. Snyder, PhD

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SUMMARY:

- **President, Chief Strategy Officer and Co-founder** of leading Mobile Strategy and Applications Development Firm, Mobiquity. Nominated for Enterprise Award for Fastest Growing Company and PACT IT Innovator Award Finalist. Shaped and delivered breakthrough digital solutions for over 100 leading companies. Incubate, and launched innovative, patent-pending behavioral analytics engine, delta IQ.
- **CEO and President** of prestigious boutique strategy firm, DSI, growing revenue from \$2mm to \$8mm within 4 years. Named to Philly 100 Fastest Growing Companies three years in a row. Founded and Incubated Strategic Radar software business within DSI to monitor future scenarios for clients. Candidate for Entrepreneur of the Year in the Philadelphia Region.
- **Hands-on Strategy and Technology Consultant** working with top executives of 20+ Global 1000 companies including GE, Pfizer, John Deere, BAE, Lockheed, DuPont, US Navy, National Grid, RIM, GSK, ConocoPhillips, Microsoft, Echostar and Defense Logistics Agency.
- **Founder, CTO, and CEO** of venture-backed internet decision software company, OmniChoice. Received patent for on-line decision aids and sold company to CallVision (part of Verisign). Candidate for Entrepreneur of the Year in the Philadelphia Region.
- **Fortune 100 Business Executive** responsible for major programs worth over \$500mm, R&D portfolios over \$75mm, and new business development greater than \$500mm at GE and Lockheed Martin.
- **Author** of a new book on 4G Wireless from Wharton Publishing, co-author of two other high profile books on Networked Organizations and Small Business Growth, and co-author of four leading edge studies on future scenarios for Healthcare, Energy, IT Services, and the Legal Industry.
- **Keynote speaker** for events ranging from audiences of 1000+ to round table discussion with some of the world's leading executives on
- **Senior Fellow** in the Management Department at The Wharton School and **Adjunct Professor** in the School of Engineering and Applied Sciences at the University of Pennsylvania. Have taught courses in scenario planning, innovation, telecommunications, networking, product development, and managing execution. Created and launched first university course on 5G networks and applications.
- **Advisory Board Member** for Safeguard Scientifics and Advisor to several technology start-ups including Thingworx (Leading IoT firm recently sold to PTC). Board member of several non-profits including Quantum Works, a Canadian Hub for Quantum Computing Research.
- **Founder and Research Director of The Wireless Research Council** which includes execs from 15 industry leading companies collaborating on emerging technology research and innovation opportunities across industries.

EXPERIENCE:

Mobiquity, Inc., Boston, MA

Leading Professional Services firm providing Mobile strategy, design, and application development.

2010-Present

President, Chief Strategy Officer, and Co-founder

Co-founded and helped drive rapid growth of unique professional services firm providing mobile strategy and application design and development.

- Formed and led the growth of the consulting services arm of Mobiquity
- Developed overall growth strategy for firm as well as developed core intellectual property around Mobile Maturity Index, Mobility Playbook, Behavior Change Platform.
- Formed the Wireless Innovation Council to drive unique research around mobile innovation across industry boundaries. Research partners include Babson and USC. Members include L'Oreal, Fidelity, Supervalu, Boston Scientific, US Navy, Lockheed Martin, Lexis Nexis, CatalystRx, Harley Davidson, Marriott, Pfizer, GE, Weather Channel, Comcast/NBCU, and others.
- Established strategic partnerships with SAP, Mocana, Airwatch, Salesforce, and Amazon for mobile strategy and development opportunities
- Led the sale of strategic opportunities such as Lockheed, Monsanto, Philips, Wawa, Medavie, KPMG, Pfizer, J&J, Philips, Novartis, Yum Brands, Discovery Health, etc.
- Delivered mobile strategy and innovation projects such as Fidelity, Mohawk, John Hancock, DuPont, Putnam, CVS Caremark, Janney, Medavie, KPMG, IFF, Pfizer, UCB, Sobeys.
- Formed mHealth advisory board including thought leaders from across industry.
- Developed product strategy and IP development process.
- Incubated and launched innovative, patent-pending behavioral analytics engine delta IQ and licensed to leading companies including Novartis and Wawa.
- Provided thought leadership contributions through writing and speaking including Forbes, CIO, Networked World, Knowledge@Wharton, Stanford, Penn, Babson, and others.

2003-2010

Decision Strategic International, Inc., Conshohocken, PA

Leading Boutique Strategy Firm specializing in Scenario Planning, Innovation, and Monitoring the External Environment.

CEO and President

Responsible for the overall strategic direction and management of the firm including recruiting and developing the executive team, scaling internal processes, spearheading new business opportunities and ventures, developing strategic partnerships, and delivering as thought leader on key education and consulting projects.

- Led profitable growth of firm from \$2mm to \$8mm in revenue over 4 year period
- Expanded management team and scaled internal processes to support growth
- Captured several new key accounts for the firm including Lockheed Martin, DuPont, US Navy, GSK, RIM, Wyeth, National Grid, and PJM

- Delivered education and consulting on key accounts including Lockheed Martin, DuPont, US Navy,
- Incubated and raised over \$500K in outside capital to launch Strategic Radar software venture
- Established monitoring, expert network and content offerings to support recurring revenue stream
- Initiated and contributed to four major industry scenario studies for Healthcare, Energy, IT Services, and Legal which resulted in significant follow-on revenues for the firm.
- Expanded key partnerships including Wharton, Cedep, and Diamond.
- Formed and expanded DSI board to include strong executive and venture experience. Prepared for and managed effective board meetings.

1999-2003

OmniChoice, Inc., Norristown, PA

Venture-backed on-line decision aid provider focused on improving purchase consumer behavior via the internet and call center.

CEO and President

- Grew CRM Analytics software company from \$20K to \$1.7M in revenues.
- Raised an additional \$0.5M in funding to redirect company.
- Captured major telecom customers including AT&T, Cingular, Sprint, Echostar, Verizon, and PAPUC.
- Developed strategic partnerships with Accenture, NCR Teradata, KPMG, and Kana.
- Successfully sold and transitioned company to CallVision, a CRM applications provider for telecom companies (now part of Verisign)
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President and CTO

- Helped raise \$11.2M in venture funding
- Developed core intellectual property for OmniChoice including 3 patents pending and 1 patent granted on analytics algorithms for making complex product decisions
- Managed the development of highly flexible scalable web-based decision platform and transaction system
- Developed flexible, interchangeable Java/Microsoft code base to service different client needs

1996 to 1999

Lockheed Martin Global Telecommunications, Reston VA/Valley Forge, PA

VP/Director, Advanced Programs/Advanced Systems and Technology

- Developed strategic relationships with Fortune 500 corporate clients for advanced network opportunities
- Responsible for developing next generation products and systems to grow new lines of business for telecommunications subsidiary
- Developed new architectures in VSAT/Wireless Local Loop, LMDS, Ka/Ku-band Interactive DBS
- Managed group of over 30 highly skilled systems and software engineers working

on multiple contracts and R&D

- Directed multimedia lab with advanced capabilities in protocols over satellite, compression, video streaming, network management, and human factors

Director, Strategic Planning

- Managed combined satellite and terrestrial R&D budget of over \$75M and drove cooperative R&D projects across company
- Developed and Coordinated Long Range Plan for \$1B Telecommunications Line of Business and gained approval from Corporate
- Spearheaded next generation product activities
- Conducted cross-corporation technology/skills assessment for telecommunications

Manager, Custom Research & Senior Analyst

1990 to 1996

Lockheed Martin Astro Space, East Windsor NJ

Program Manager, INTELSAT VIIIA Program

- Total Cost, Schedule, and Technical Responsibility for a \$160M two-satellite program for a highly demanding customer
- Positioned program for early delivery to I&T under plant closing environment
- Successfully negotiated two payload reconfigurations with the customer
- Managed over \$60M in domestic and international subcontracts
- Led capture effort for \$300M INTELSAT follow-on program

Engineering Program Manager, INTELSAT VIIIA Program

- Responsible for cost, schedule and technical performance of the engineering effort on a highly complex Commercial Communications Satellite Program
- Responsible for mechanical, electrical, and RF design and performance of the satellite bus and payload
- Formulated and implemented recommendations which have saved over \$5M in program cost
- Provide top-level technical direction for major international subcontracts (ALCATEL, Alenia, AEG, DASA, Mitsubishi, NEC)
- Directly responsible for \$8M system engineering budget and oversee \$20M total engineering budget
- Manage staff of 10 systems engineers
- Manage and report top-level program risks/mitigation plans to upper management

WRITING/ SPEAKING:

- “Hyper-personalizing the User Experience through Data”, Mobile World Congress Talk, February 2016.
- “The User Experience: It’s Also About Data, Not Just Design”, *Knowledge@Wharton*, February 2016.
- “Bring Your Own Persona: Rethinking Segmentation for the New Digital Consumer”, *Knowledge@Wharton*, October 2014.
- “How Mobile and Social Are Transforming Innovation Models: Flipping the Paradigm?”, Mack Center Conference, May 2013.
- “*An Adoption Model for Consumer Wireless Sensor Initiatives*”, IEEE Consumer Electronics Magazine, VOL. 2, NO. 2, April 2013.
- “Unwiring the Enterprise: Are you Ready to Lose Control”, *Knowledge@Wharton*, 2011.
- *The New World of Wireless: How to Compete in the 4G Revolution*, Wharton Publishing, 2009.
- *The Network Challenge: Strategy, Profit, and Risk in the Interlinked World* (Wharton Publishing, 2009), Chapter Author.
- *Inside the Minds: Small Business Growth Strategies: Goals for Successful CEOs* (Apatore Books, December 2007)
- The Future of the US Energy Grid, DSI and Wharton School Study.
- Legal Transformation 2020, DSI and LRC Study.
- The Future of the Biosciences: 2020, DSI and Wharton School Study.
- SSPA Annual Conference Keynote
- “Strategic Action Radar: A Scenario-based Tracking System to Sense and Adapt to Changing World”, DSI Quarterly, 2005.
- “Emerging IT Scenarios: Hype versus Reality”, Mack Center Conference and DSI Quarterly, 2004.
- “Future Scenarios for the BioSciences 2020” – Authored Scenario and Technology Convergence Sections. 2005
- “Driving Customer Purchase Decision on the Internet” – OmniChoice WhitePaper, 2001.
- “Validated Multichannel Recommendation Engine for Complex Products and Services”, OmniChoice WhitePaper, 2002.
- "Design-to-Cost Optimization of Complex Systems", INFORMS National Conference, Invited Presenter, October 1995.
- "Design-to-Cost Optimization of Complex Systems Using Customer Preference Models", Ph.D. Dissertation, University of Pennsylvania, July, 1994
- "Design-to-Cost Optimization of Commercial Communications Spacecraft", AIAA Conference Presentation, Reno, NV, January 1995.
- "Spacecraft System Design", Martin Marietta Advanced Courses Lecture, December 1994.

Systems Engineering Manager, INTELSAT VIII and VIIIA

- Responsible for cost, schedule, and technical performance of systems engineering effort of a highly complex communications satellite product with major international subcontract participation
- Responsible for mechanical and electrical design and performance of the satellite bus and interface with the payload
- Responsible for overall requirements flow-down, management, and verification
- Manage and report program technical risks/mitigation plans
- Managed staff of 5 systems engineers and budget of \$4.7M

Senior Member Technical Staff

- Acted as lead systems engineer for new business proposal efforts and advanced satellite design
- Lead mechanical systems engineer for ANIK-E and Advanced Series 5000 Programs
- Acted as pre-award systems manager for the SJC satellite program

1990 to 1996

General Electric Aerospace, King of Prussia, PA

Systems Engineer, M&DSO Systems Integration Department

- Lead responsibility for the integration of two major interfaces in a large complex classified space-ground system

Systems Engineer/Technology Planning, Strategic Systems Department

- Technical lead and customer interface for the technology/producibility assessment effort on the Strategic Defense Initiative (SDI) Program

Edison Engineering Program

- **Marketing Representative**, responsible for Army and Defense Agency Programs for the Astro-Space Division
- **System Design Engineer**, conceptual design and top-level analyses for the SP-100 Space Nuclear Power Reactor Reference Flight System
- **Structural Dynamics Engineer**, Performed Dynamic Analysis of Space Station, UARS, and MILSTAR Spacecraft and subsystems
- **Electro-Mechanical Design Engineer**, Assisted in the development and implementation of a fully automated entrance system for a military classified ground system

EDUCATION:	Marshall School of Business University of Southern California , Pasedena, CA Masters in Telecommunications Management	1998
	University of Pennsylvania , Philadelphia, PA PhD in Systems Engineering	1991-1994
	University of Pennsylvania , Philadelphia, PA Masters in Systems Engineering	1988-1990
	Advanced Courses in Engineering (ABC) General Electric, Valley Forge, PA	1987-1990
	University of Pennsylvania , Philadelphia, PA BSE in Mechanical Engineering BS in Mechanical Engineering	1983-1987

PROFESSIONAL**ASSOCIATIONS:**

- Senior Fellow, Mack Institute
The Wharton School, Philadelphia, PA 2007-Present
- Advisory Board, Safeguard Scientifics, Wayne, PA 2006-Present
- Founder/Research Director, Wireless Innovation Council 2011-Present
- Pfizer R&D Think Tank Member 2013-Present
- Board Member, Quantum Works, Waterloo, Canada 2007-Present
- Board Member, Thingwork, Malvern, PA 2009-Present
- Advisor, Smart Taxi, Philadelphia, PA 2008-Present
- Advisor, Tyfone, Seattle, WA 2009-Present
- Advisor, Smart Gun Lock, New York, NY 2013
- IEEE Senior Member 1999-Present
- President, Pi Tau Sigma Mechanical Engineering Society 1986-87
- Hexagon Engineering Honor Society 1986-87

TEACHING**EXPERIENCE:**

The Wharton School, University of Pennsylvania	2002-Present
<ul style="list-style-type: none">• Senior Fellow, Management Department• Executive Education Programs in Business and Technology Strategy, Decision-making, Innovation• Programs include AMP, Motorola, Nokia, Lockheed, SAP, Coca Cola, BAE Systems, Toyota, Penn Health, AWMA, Dubai, SENAI-Brazil, Zurich, CUES• SINA Program, China	
University of Pennsylvania, Associate Adjunct Professor Moore School of Engineering	2003-Present
<ul style="list-style-type: none">• Graduate Courses in Advanced Networking and 4G Wireless	
Talks on Strategy, Innovation, and Emerging Technology	1997-Present
<ul style="list-style-type: none">• IRI, Conference Board, DuPont, Lockheed, Pfizer, PCMA	
Massachusetts Institute of Technology, Guest Lecturer	1997-99
<ul style="list-style-type: none">• Product Design Optimization	
Rochester Institute of Technology, Guest Lecturer	1999
<ul style="list-style-type: none">• Design-to-Cost Engineering	
University of Pennsylvania, Adjunct Professor School of Engineering and Applied Sciences	1996-98
<ul style="list-style-type: none">• Graduate Engineering Course in Product Development	
University of Pennsylvania School of Engineering and Applied Sciences	
<ul style="list-style-type: none">• Seminar in System Design Optimization	1995
Martin Marietta, Advanced Course Lecturer	1994-95