

BLAKE SENFTNER

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TECHNOLOGY EXECUTIVE

Designs and Implements Large-Scale, Enterprise Class, Mission Critical Technology Projects

An innovative leader with substantial experience identifying and *meeting client and company needs* in highly competitive environments. Expert in coordinating with *project managers, engineers, and support staff* to execute initiatives within scope and to specification. Career history includes high-visibility roles with *Rhythm & Hues Studios, Sony Computer Entertainment, Electronic Arts, Philips Media*.

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|------------------------------|---------------------------|------------------------|
| - Strategic Planning | - Team Facilitation | - Quality Control |
| - Systems Architecture | - Research/Development | - Financial Analysis |
| - Entrepreneurial Operations | - Effective Communication | - Training/Development |

ACCOMPLISHMENTS

Notable Projects:

- Lead Developer of Enterprise Facial Recognition system through three product generations.
- Global patent author and pioneer of Automated Actor Replacement in Filmed Media
- Designed a visual effects production forecasting environment used in six major release feature films.
- Spoke at four international software conferences on interactive documentary production systems, various streaming media techniques, and creation of a complete 3D game production studio.
- Designed and implemented a complete 3D video game production environment, including staff positions, processes, and training for a visual effects studio desiring to enter the interactive media industry.

Effective Leadership:

- Held key positions on the teams that created the following Sony PlayStation games: Tiger Woods PGA Golf, Brunswick Bowling 2, Flintstones Bowling, NCAA Football 2000, and Eggs of Steel. Also, team member on top selling 3DO title: Road Rash 3DO.
- Worked with Apple, RealNetworks, the FCC, Liberate, MHEG, CableLabs, and Microsoft to monitor the development of interactive broadcasting and digital cable standards.
- Wrote and produced "Leisure Vision Live", an interactive live performance and talk show featuring the Supreme Beings of Leisure. Negotiated with the band's label, recruited a host from a local LA radio station, designers, a live crew, and supervised set construction and all aspects of the show.

Technology Management:

- Increased company valuation \$25M, achieving the 1st Live Internet Interactive Video broadcast industrywide using a synchronization technology I authored with 3rd party video codecs and our interactive metadata streams.
- Served an integral role in the development of over 40 commercial software products including a pre-Windows GUI, more than 13 award-winning documentaries, multiple 3D console games, an interactive broadcasting network, I was the writer and producer for an interactive variety/talk show, as well as the CEO of a VFX technology start up.

PROFESSIONAL EXPERIENCE

Chief Technology Officer, INTRACT Inc.

2022-present

Chief Technology Officer of an API middleware developer providing 3D asset transformation pipelines for 3D media producers. Provided pipelines include real time conversion for high polygon 3D models, auto-rigging of characters, development of 3D characters, and photo-realistic 3D avatar creation from photos or video. Duties include project management, recruiting and hiring, ongoing forward-looking R&D.

Sr. Software Scientist, CyberExtruder Inc.

2015-2021

Lead Engineer, enterprise facial recognition system, thru three generations of product. Real time video analysis, face detection, facial feature recovery, expression neutralization, face and head 3D reconstruction, facial recognition, REST API and server, universal exporting system technology, distributed system synchronizations, fault tolerance and recovery, all in C++ as a self-contained Enterprise class FR Server, processing 25M facial compares per second per core while simultaneously displaying live videos with annotated FR tracking and secure IoT integrations.

Chief Executive Officer, Flixor, Inc. / 3D Avatar Store Inc.

2005-2013

Founded a start-up specializing in automated visual effects, advertising, mobile phones, and Internet services. Developed business plan, including projected financial statements, and acquiring a [global patent](#). Conducted investor pitches, negotiated equity & partnership agreements, recruited team members, hands-on in technology development, patent research & writing & filing and leading the entire startup effort.

Business Consultant, Pop Digital Inc.

2005-2015

Led a strategy audit of the architectural planning division of Tait & Associates, resulting in a division rebound to 15% profitability. Lobbied the E.P.A., in Washington D.C., with Rich Tait regarding CA environmental regulations under consideration for federal adoption.

Finance/Operations Analyst , Rhythm and Hues Studio	2003-2005
Behavior Animation Artificial Intelligence Engineer , Pandemic Studios LLC	2001-2002
Director of Research , Rotor Communications	2000-2001
Managing Engineer , Adrenalin / Sennari Interactive	1998-2000
Senior Software Engineer , Rhythm & Hues Studio	1994-1998
Senior Software Engineer , Sony Computer Entertainment	1994
Senior Software Engineer , Electronic Arts, Advanced Technology Group	1993-1994
Senior Software Engineer , Phillips Interactive Media	1990-1993

(Position details on following page.)

CREDENTIALS

Personalizing A Video, the first global patent for *Automated Actor Replacement in Filmed Media*
<https://patents.justia.com/assignee/flixor-inc>

MBA Beta Gamma Sigma International Business Honor Society
BSBA in Management Information Systems

Chapman University
 Boston University

Page Two Details:

- Finance/Operations Analyst**, Rhythm and Hues Studio 2003-2005
Production management overseeing feature film visual effects productions and streamlining operations. Authored graphical user interfaces for digital artist tools, led digital artist education classes on the studio's in-house production software. I created a large-scale expense forecasting system which consumed all accounting records for 3 years to produce a stochastic forecast of all studio expenses, cross categorized by production, department, role, employee class, and employee experience. Through this work, integrated research and tracking revealed a reliable institutionalized learning curve which enabled the studio to provide financial risk assurance for studio investors and creditors. Additionally, I wrote an Excel tool enabling studio production supervisors to forecast their production needs, as well as integrate the resource needs of other productions into their forecasts.
- Behavior Animation Artificial Intelligence Engineer**, Pandemic Studios LLC 2001-2002
Converted strategy simulation engine to create 3D volleyball game utilizing artificial intelligence software. Designed behavior system and animation warping technology that corrects animation precision errors.
- Director of Research**, Rotor Communications 2000-2001
Researched technologies, competitive landscape, legislation changes, and technical requirements to secure timely product deployments. Oversaw development team implementing QuickTime support for Rotor's interactive broadcasting framework. Personally authored RealNetworks support. Writer and producer for interactive live performance/talk show. Wrote UML diagrams and supporting documentation for network core of Rotor's technology. Company representative to Open Cable and MHEG organizations.
- Managing Engineer**, Adrenalin / Sennari Interactive 1998-2000
Led team of 20+ engineers, digital artists, and consultants creating Playstation and PC video games. Led human resources, equipment purchase, platform evaluations, and product pitches. Authored an export plug-in for 3D Studio Max producing PlayStation compatible 3D models and animation data streams. Rewrote major artificial intelligence behaviors for the NCAA Football 2000 game.
- Senior Software Engineer**, Rhythm & Hues Studio 1994-1998
Recruited to design and develop the entire interactive division. Co-created new production pipeline for digital artists, software/sound engineers, game designers, and producers. Saved \$400K+ in operating costs by creating a PlayStation emulator. Established software roadmap to drive efficiencies. Delivered exemplary visual quality by recoding difficult game levels and scripts with the highest QA reject rate.
- Senior Software Engineer**, Sony Computer Entertainment 1994
Selected to travel to Japan, trained on the yet-to-be released PlayStation by original operating system team; back in U.S.; conducted comprehensive PlayStation training for US engineering teams.
- Senior Software Engineer**, Electronic Arts, Advanced Technology Group 1993-1994
Developed low level streaming video support for 3DO operating system. Team engineer on the "Road Rash 3DO" game, authoring the digital video streaming and playback subsystem. Speaker at EA Worldwide Software Conference on streaming media techniques.
- Senior Software Engineer**, Phillips Interactive Media 1990-1993
Developed low level support libraries for the Phillips CD-I media set top box. Designed and implemented entire production environment for the ArtSpace production group. Featured speaker at three CD-I software conferences. Software engineer to produce 12 interactive documentaries involving the lives of famous artists, 7 of which were in eight languages, and 1 documentary on the history of flight.