

**SPATIAL TECHNOLOGIST**

Hands-on technology and leadership roles first as Founder/CTO and later as CEO of Oxford University software start-up. Technological expertise focuses on software development and inbound/outbound product management, with an emphasis on Internet applications, data standards, and the management of controlled terminologies. Key business talents include client engagement, market research, competitive product placement, and clearly communicating technical information in straightforward terms to stakeholders and clients.

Executive and technological talents are based on 12+ years of experience. Particular ability in defining the technology road-maps required to satisfy product management goals. Innovative and adept at interpreting technological trends, scaling operations, building teams, and creating foundations for long-term success. DPhil, Oxford University, BA Carleton College.

**Technical Product Management > Software Development > Cultural Heritage  
> GIS and Spatial Analysis > Internet Applications > Data Standards**

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**SELECTED ACHIEVEMENTS**

- **Founded** Oxford ArchDigital (OAD), a spin-out company of the University of Oxford, developing Internet-based spatial data management solutions that formalize data process flows and allowed organizations to engage their user community by providing the means to capture information about geography and cultural heritage.
- **Authored** consultancy and software development proposals totaling over \$4m in value.
- **Designed** service architecture and wrote business plan for UC Berkeley's Knowledge Management Framework
- **Managed** the complete lifecycle of digital asset management product: from concept created during post-doctoral research to multi-million dollar software packages for enterprise data management. Wrote product business plans, MRD, PRD; teamed with marketing, QA, sales, and engineering to commercialize products.
- **Created** the architecture and roadmap for products including an XML data standard and service architecture for UK government, a PHP Object Relational Mapping (ORM) framework based on Hibernate, an ISO5964 compliant multilingual thesaurus management application, a OGC WMS compliant map server, and a Telos ontology information server.
- **Led** software development process and application architecture for OAD's suite of Internet applications: standardized OO development methodologies, wrote in-house coding guide, designed QA process, and integrated source control system (CVS, Subversion). Owned product budgets, assessed new technologies, hired and managed R&D team and outsourced team in Belarus.
- **Led** creation and management of XML data product for UK federal government, including numerous XML schema and XML-RPC based service architectures. Crafted PRD and technical requirements document in response to MRD; authored ten schema based on existing data standard; documented product in DocBook XML.
- **Published** one book, and five papers in peer-reviewed journals.

## PROFESSIONAL EXPERIENCE

YAHOO! INC., BERKELEY                      SUNNYVALE, CA                      Present  
**Senior Product Manager, Y!Geo**

UNIVERSITY OF CALIFORNIA, BERKELEY                      BERKELEY, CA                      2007  
**Product Lead & System Architect**

- Designed service architecture & business plan for Berkeley's knowledge management framework

OXFORD ARCHDIGITAL LTD.                      OXFORD, UNITED KINGDOM                      2001-2007  
 Spin-out of Oxford University creating web-based data management solutions for local and federal government

**Chief Executive Officer**

- Executive oversight, financial and P&L responsibilities
- Targeted business development established profitable relationships with EMC and British Telecom
- Clients include the UN, the Ministry of Defense, the British Museum, and the British Library

**Chief Technology Officer & Product Manager**

- Created and grew company, from research idea to \$2m in sales in 2006
- Authored business plan, raised bootstrap capital
- Identified customer segments through quantitative and qualitative research
- Led application development; managed technical team of 12 and outsourced dev group in Belarus
- Worked with clients to integrate business logic into bespoke data management systems.

THE QUEEN'S COLLEGE, UNIVERSITY OF OXFORD                      OXFORD, UNITED KINGDOM                      1997-2000

**Lecturer & Postdoctoral Research Fellow**

- Developed GIS anisotropic cost surface methodologies to analyze human movement
- Lectured on database theory, database implementation, CAD, GIS
- Created digital asset management and web mapping technologies, later spun-out of University

## EDUCATION

UNIVERSITY OF OXFORD                      OXFORD, UNITED KINGDOM                      2001

**DPhil (PhD):** Archaeology (GIS, Mapping, and Data Management)

CARLETON COLLEGE                      NORTHFIELD, MN                      1993

**Bachelor of Arts (BA):** English

## PUBLICATIONS

- Bell, T. 2005. The Religious Reuse of Roman Structures in Anglo-Saxon England, BAR British Series. Oxford: Archaeopress (326 pages).
- Bell, T. and A. Wilson, and A. Wickham. 2002, 'Tracking the Samnites: landscape and communications routes in the Sangro Valley, Italy', American Journal of Archaeology 106, 169-86.
- Bell, T. and G. Lock. 2000, 'Topographic and Cultural Influences on Walking the Ridgeway in Later Prehistoric Times' in Lock, G (ed.) Beyond the Map: Archaeology and Spatial Technologies, 85-100. Amsterdam: IOS Press.
- Lock, G., T. Bell, and J. Lloyd. 1999. 'Towards a Methodology for Modelling Surface Survey Data: the Sangro Valley Project', in D. Mattingly and M. Gillings (eds.) Geographical Information Systems and Landscape Archaeology, 55-64. Oxford: Oxbow Books.