KLAUS HOFRICHTER

11802 Baypony Lane
San Diego, CA 92128   https://www.linkedin.com/in/klaushofrichter   **(973) 552-8707**
Klaus@KlausHofrichter.net

SOFTWARE ENGINEERING MANAGEMENT FOR INNOVATIVE INTERNET SERVICES

Passionate Head of Engineering and Executive with 17+ years of experience managing cross-functional teams including user experience design, cloud services/SaaS and hardware. Rapidly move products from ideation to market release and operation for many platforms including cloud, mobile, consumer electronics and PlayStation.

KEY STRENGTHS

- **Leadership**: Experienced with start-ups and large organizations. Strong ability to partner internally and externally, identifies opportunities, formulates strategies, overcomes barriers and achieves goals.
- **Team Building**: Assembled small and large cross-functional teams of 120+ members with user experience design, software, hardware, quality and operations to form a single highly effective organization.
- **Drive for Innovation**: Initiated and launched several "world first" products, named inventor for 30+ patents.
- **Strategy Development and Plan Execution**: Contributed to long and mid-range strategic product planning, successfully proposed and shipped new products; developed and executed multi-year project plans.
- **Process Implementation**: Supervised agile and waterfall development processes. Established a culture of innovation and transformed engineering teams to higher productivity through collaborative processes.

ACCOMPLISHMENTS / HIGHLIGHTS

Developed and shipped products with long-term impact on the company's bottom line with focus on new revenue streams and profitability, including the following:

- **Online Election SaaS**: Introduced and managed agile development strategy for SaaS based online election products at Everyone Counts that led to certification for use of the product in public elections. (2016)
- **Doubled Sales of UHD/4K TV**: Developed and deployed "Sony Retail Experience at Best Buy" improving Sony's presence at 350+ stores, serving 4K video, monitoring customer interaction, generating metrics. (2014)
- **Established Market Leadership for UHD/4K TV**: Developed worldwide first UHD/4K content delivery system, including player, mobile app and network service shipping with Sony's first 4K TV. This system was key for Sony's UHD/4K market strategy and leadership in the US. (2012)
- **New Revenue Stream for Consumer Devices**: Initiated and deployed an advertisement management system for Sony's connected TVs and Blu-ray players. Generated revenue through profit share with ad resellers. (2011)

PROFESSIONAL EXPERIENCE

Everyone Counts, La Jolla, CA   **2015-present**
VP Product Engineering

Responsible for the engineering team of 30 software developer supporting three product lines of Everyone Counts. Established agile software development processes and grew the team by 50% within six month. Supervised the internal IT group as interim manager, and joined the executive company management team.

- Voting Systems – refocused the development team through KPI metric and process introduction, coordinated work with product planning, QA, documentation and IT team to achieve product certification in 2016.
- Voter Registration – ongoing multiyear project for a statewide voter registration and voter management system for a US state, including frontend/backend development using Node JS, Angular and Mongo.
- Electronic Poll Book – led the migration from a native Android client with MySQL backend to a scalable system based on web technologies capable of handling more than 25 million voters for 2017 deployment.

SKYLAR LLC, San Diego, CA   **2015**
Founder

Active contributor to San Diego's leading incubators and accelerators including Qualcomm Robotics Accelerator, EvoNexus and Connect Springboard as "Entrepreneur in Residence". Mentor and consultant for several start-ups.

- Ideation, IP strategy development, roadmap definition, product feature assessment, investor-pitch review.

SONY ELECTRONICS, San Diego, CA   **2007 – 2015**

SVP, Engineering   *2013 – 2015*

Responsible for 120+ SW/HW/UX/Ops engineering members, overall budget of $35M annually.

- Reduced high rate of product return by establishing usability testing processes. The San Diego User Experience team took subsequently responsibility for Sony's global usability testing, headquartered in San Diego.
- Partnered with senior sales/marketing team to design, implement and operate the "Sony Retail Experience at BestBuy" at 350+ stores, leading to double sales of UHD/4K TV compared to stores without the installation.
- Improved productivity of the user interface development team by introducing HTML/JavaScript as core UX tool for embedded devices such as Blu-Ray Players, resulting in development cycle reduction by two-thirds.

VP, Software Engineering   *2007 – 2013*

- Established Sony's UHD/4K TV market leader position in the US by designing, deploying and operating the worldwide first 4K content distribution system, developed from scratch within six month. (2012)
- Established a new category of TV products in collaboration with Google. Launched two generations of TV/Blu-ray products GoogleTV devices (2010, 2012), which led to the 2015 Android TV products.
- Transformed an embedded software team to an Internet and web application developer group. (2010)
- Spearheaded Sony's third party developer relations by launching Sony's unified developer portal. (2010)

SONY COMPUTER ENTERTAINMENT, Foster City, CA   **2004 – 2007**

Director

Responsible for 60 engineering members with an overall budget of $18M annually.

- Launched the world's first Petaflop distributed computing network through "Folding@home" on PS3. (2010)
- Development of PS3's OpenGL libraries, a key platform component for 3rd party PS3 launch titles. (2006)

SONY ELECTRONICS, San Jose, CA   **1999 – 2004**

Various individual contributor and management roles up to Director

Responsible for 30 R&D engineers with an overall budget of $8M annually.

- Flash Player for CLIE: Managed porting a Flash Player for CLIE/PalmOS platform for Sony's CLIE devices.
- Media Server for VAIO: Managed development "VAIO Media Server" based on the DLNA specification.
- Linux for CE products: Contributed to and managed adaption of Linux for Consumer Electronic devices.
- Gateway software development: Developed complete Java software for Set Top Boxes.

EDUCATION

Technical University Berlin – Master Degree in Electrical Engineering
Carl Jacob Burckhardt Gymnasium – Higher Education School – German "Abitur"

OTHER RELEVANT EXPERIENCE

Start-up:

Co-founder of TwonkyVision in 2000. The company was bootstrapped and grew organically. TwonkyVision became market leader for media server software ("TwonkyMedia") for Network Attached Storage devices, and was successfully acquired by Packet Video (California) in 2006.

Patents:

31 patents submitted, 14 of these issued, in the area of content metadata, service personalization, networking.

International Consortia Contribution:

Actively involved in international organizations including W3C XHTML/SMIL, DAVIC and ISO/IEC.

LinkedIn: https://www.linkedin.com/in/klaushofrichter
Portfolio: https://portfolio.klaushofrichter.net