

Eileen McGrath

McGrath Doohan Consulting
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Summary:

Over twenty years of business initiatives, delivering technology solutions to emerging international markets. Primary leadership in strategic business planning, product and technology development and management, patent and licensing evaluation, applications development, and building entrepreneurial solutions for emerging markets worldwide.

Strong emphasis in business and technology consulting to Fortune 500 corporations and start-up initiatives, including 3G & 4G wireless and converged voice / data / multi-media communications.

Leadership:

2001 – Current	Chair, 3GPP2 Program Management Team
2008 – Current	Editor, SC.R5003, “3GPP2 Vision for 2010 and Beyond”
2009 – Current	Editor, S.P0141, “Study for M2M Communication in cdma2000 Networks”
November 2009	Featured Speaker, 3GPP2 Workshop Serving Growth Markets, "3GPP2 Vision" presentation, Mumbai, India
2000 – 2001	Chair, WAP Forum Billing Experts Group
1997 – 2000	Vice Chair, TIA TR-45.4 subcommittee, including Interoperability Standard and IS-634-A (A-interface standard)
1996	Featured Speaker, GSM Fraud Symposium, London, UK
October 1995	Co-Chair, "Wireless Technologies and Services for Cellular and Personal Communication Services", The International Society for Optical Engineering

Participation:

1999 – Current	3G Partnership Project 2 (3GPP2), Radio Interface and Service Aspects Technical Specification Groups – Layer 3, Access Network, Core and Packet Network and Services
1993 – Current	TIA TR-45 sub-committees, including 45.5, 45.4, 45.2
2009	Joint Sessions, 3GPP & 3GPP2 re: Network layer Architecture Inter-working, Puerto Vallarta, Mexico
2000 – 2001	WAP Forum Billing, E-Commerce, and Architecture groups
1999 – 2001	3G All-IP, CDMA, Packet Data, A-Interface Architecture

1995 – 2001	CTIA-sponsored WIN Technology Forums
1993 – 2001	TIA TR-45.2 working groups, including Intersystem Operations, Distributed Accounting, Emergency Services, Wireless Intelligent Network, Data, International Interoperability, Stage 1, 2, 3
1998 – 2000	CDMA Development Group (CDG) Steering Committee
1994 – 1998	CIBERNET Non-Signaling Data Protocol for Fraud (NSDP-F) and Billing and Settlement (NSDP-B&S) group
1994	TIA-sponsored Enhanced 911 Joint Experts Meeting

Skills:

Team, Technology & Product Management	<p>Leader of numerous 100+ participant 3G teams during cross-technology consensus-building sessions</p> <p>Formulated and executed Governance Practices and Protocols via consensus-based codification within cross-technology, multi-corporate international organizations</p> <p>Procured and responded to Requirement For Projects (RFPs)</p> <p>Developed ‘Red Herring’ technical prospectus material for Initial Public Offering (IPOs)</p> <p>Created and delivered White Paper, Training and Technology presentations for both line production and executive teams</p> <p>Clear business written and verbal skills; applied use of consensus-building and conflict resolution techniques</p>
Program & Project Management	Project2000, OmniFocus
Operating Systems	Unix & Unix-based Operating Systems, e.g., Solaris on Sun
Source Code & Programming Environments	APL, C, C++, Cocoa-Touch, Objective-C, Interface Builder, XCode
Database & APIs	<p>Design, Coding, Implementation and Execution of Informix, Oracle, including various SQL-based reporting tools</p> <p>Data normalization techniques</p> <p>IBM SNA NMVT control system API</p> <p>TCP/IP, TCAP</p> <p>On-Line Transaction Processing (OLTP) tools</p>
Software Lifecycle Development	<p>SCCS & SCCS-based source code control tool packages</p> <p>Full software life-cycle development skills, including requirements development, design, code, test, run-time analysis</p>

Selected Articles:

“Riding the A-Interface Range”, Cellular Networking Perspectives, Feb., 1999.

“A-Interface Alphabet Soup: It’s What’s For Dinner”, CNP, Jan., 1999.

“Is There Fraud After GSM?”, MobileEurope, Jan., 1997.

Experience:

- 1/97 - current
McGrath Hadwen Consulting, Inc. (dba McGrath Doohan Consulting),
Santa Monica, California.
Owner/Consultant. Technology partner for international consulting firm, emphasizing integrated technology and business solutions for voice and data communications, including Fortune 500 corporations and start-up initiatives.
- Subject matter expert for wireless core and access network technologies, analyzing emerging 3G & 4G radio, access, service and packet network technologies. Leader for 3GPP2 Program Management Team. Keynote and multi-media training presentations.
- Business consulting, including market analysis, business plan development, product design, applications development, integrated technology and business assessment, patent and licensing evaluation, standards management, strategic business and technology planning, phased market and technology roll-outs.
- 7/00 - 10/01
Wmode, Inc., Calgary, Alberta.
Director, International Standards. WAP-based technology company, providing clearinghouse services for billing and payment of wireless data and services. The system included subscription and transaction management systems and addressed issues of security, treasury, taxation, foreign exchange and settlement.
- 7/92 - 1/97
Coral Systems, Inc., Longmont, CO.
Product Management, Technology Integration. Software solutions to manage and prevent wireless telecommunications fraud and churn. Products for core network infrastructure, including Home Location Register (HLR) and Data Message Handler (DMH). Technology and market expert for wireless fraud, churn, and network infrastructure applications.
- Founding member of software technology platform development team, then product management staff for start-up company. Managed overall corporate software and wireless technology integration strategy. Spearheaded business analysis, cost/benefit assessments and value proposition analyses of technology integration and joint development opportunities, business plans, marketing requirements specifications, sales collateral, and Initial Public Offering (IPO) prospectus text.
- Senior Staff Engineer.** Senior engineering designer, and technical lead for UNIX, ANSI C, C++ applications written for Solaris on the Sun SPARC series; integration of TCAP and ss7 communications middleware, client-server and Informix/Oracle relational database technologies.

9/89 - 6/92 Data Switch Corp., Shelton, CT.
Senior Staff Engineer. Network management product suite for multi-vendor, multi-protocol control systems, with links to SNA (IBM) NMVT alerts and RUNCMD APIs, developed in UNIX and C on SUN 386i and SPARC systems for networked configurations. Responsible for all levels of development including design and coding of communications software and X-Windows GUI.

8/87 - 8/89 A Sharp (NZ) Ltd., Christchurch, New Zealand.
President. Consulting firm for export marketing and business development for start-up companies, targeting US and New Zealand computer and art markets.

International business export program directorship, securing NZ government export program funding. Export market design, analysis, and management.

1/87 - 7/87 Datacom Systems Ltd., Christchurch, New Zealand.
Product Development Manager, Hertz Australia. Manager for software development and hardware acquisitions for international on-line reservation system, with account liaison responsibilities.

5/85 - 11/86 Pride Systems, Inc., Wellesley, MA.
Senior Systems Analyst. Point of Sale and Inventory Control package for AT&T 3B2 in UNIX and C. Project leader for design and implementation of standard package and upgrades. Technical responsibility for product design, specification, engineering staff supervision, software management, and oversight of staged installations. Product management for start-up company.

Education:

BA, Economics – Univ. of Colorado, Boulder. Honors.
BS, Computer Science coursework – Sonoma State Univ., 2 year course.
MS, Computer Science coursework – New Haven Univ., 1 year course.