Dave Hollander

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Objective

To work with a high performance team in positioning, designing, developing and delivering the next generation of XML enabled, service oriented architecture (SOA) solutions.

Highlights

Proven Leadership

- Chairman and CTO of Contivo, Inc
- Former Co-chair of W3C XML Schema Working Group
- Former co-chair of the W3C Web Service Architecture Working Groups

Proven Innovator

- Co-founder XML
- Created www.hp.com

Leading Industry expert on XML Schemas with extensive experience with XML systems and integration.

Technologies

- XML, XML Schema, JSON
- Java, Eclipse, Android

Experience

9/2008 – 2/2014   Sabre Holdings   Southlake, TX

Senior Principle Software Architect

- Leadership for service oriented service adoption. Developed overall SOA plans, lead teams in developing service standards and created XML type library for service interfaces.

- Representative to industry standards bodies. Co-chaired OpenTravel Alliance Architecture Working Group and won OpenTravel's vision and innovation award: the Tom Grubs award.

- Developed and released to open source the OpenTravel Model Development Environment for creating and managing XML Schema based service interface definitions. Designed to simplify schema development and implementations, the model based product, OTM-DE, includes a graphical user interface, repository and schema compiler.

7/2000 – 1/2008   Contivo, Inc   Loveland, CO

Chairman and Chief Technology Officer

Co-led Contivo for 20 months along with the executive team, CEO, VP Sales and VP Engineering. During the restructuring I directly led the technology direction by managing the engineering and QA teams during developing maintenance releases

to stabilize the existing product while leading the development of new vocabulary based XML Schema development tool.

I worked with the sales team on customer acquisition and personally delivered strategic consulting and vocabulary and XML Schema training to key customers each quarter. I also redeveloped overall corporate marketing with new product oriented positioning delivered in revised web site and white papers.

Chief Technology Officer

In my CTO role I provided overall technical strategic and leadership to the company, including developing products and services, analyzing market trends and opportunities.

- Developed strategic consulting services program. Developed overall consulting strategy and offerings, delivered these services successfully to Contivo's largest customers.

- Prepare and deliver company presentations to press, analysts, partners, and venture capital companies. Successfully achieved significant coverage, partnership opportunities, funding offers, and marketplace presence.

- Prepared and delivered presentations at Contivo Seminars and conferences to customers on industry trends and Contivo products and services. These presentations accounted for a large percentage of the lead pipeline.

- Lead and participated in standards activities (W3C, OAG, EIDX, UDDI), including the release of the W3C XML Schema Recommendations by the workgroup I co-chaired. These standards are of particular significance to Contivo customers and were central to the Contivo value proposition.

6/1999 – 6/2000   CommerceNet   Loveland, CO
Director of eCommerce Knowledge Management and Interoperability

Lead CommerceNet in the development of a strategy for the eCo Framework and application of XML to catalog interoperability, OBI and eCheck. Co-chaired W3C XML Schema Work Group, developed and presented presentations on the role of XML and eCo in eCommerce, provided consulting to select members.

9/1988 - 6/1999   Hewlett-Packard Company   Fort Collins, CO
XML Architect

- World Wide Channel Marketing - Developed marketing content management strategy. Architected and developed XML based marcom information management system.

- Corporate IT - Designed and promoted standard services for web publishing, Internet proxy, content management, and desktop browsers.

- Electronic Marketing and Commerce Services - developed and maintained HP.COM from the beginning until it was serving 1 million hits per day. Developed and maintained content development tools that allowed 50 divisions to publish their content on HP.COM.

- Corporate Engineering - Developed SGML based product documentation

strategy including DTD development (OpenBook, TrainingTag, SDL). Consulted with product divisions on developing and deploying SGML content. Participated in OSF and Davenport standards DTD development.

- Application Support Division - designed and developed content management environment for CD-ROM publishing. Developed HPUX based CD-ROM pre-mastering software. Participated in industry consortium to develop the defacto-standard Rock Ridge format.

1/1987 - 8/1988   Philips and DuPont Optical   Wilmington, DE
Technical Applications Engineer

- Provided technical pre-sales support for emerging CD-ROM industry. Developed and installed CD-ROM pre-mastering systems for production use.

4/1985 - 12/1986   DICOMED Corporation   Minneapolis, MN
Senior Programmer/Analyst

- Redesigned major portions of the software used in the presentation design workstation. Reduced code size, increased reliability, feature set and performance.

7/1983- 3/1985   Audio Visual Laboratories   Eatontown, NJ
Director of Product Planning

Conceived and developed presentation graphics applications that led AVL's effort to define and create the PC based graphics workstation market.

6/1977 - 7/1983   Bell Telephone Laboratories   Holmdel, NJ
Senior Technical Associate

Provided software and hardware design and development support to the New Station Technologies Department. Investigated and prototyped facsimile, computer graphics and other telephony based teleconferencing technology.

| **Education** | 1981 **Michigan Technological University** | Houghton, MI |

- B.S. Electrical Engineering
- Graduated with honors

1977 **State University of New York at Morrisville**   Morrisville, NY

- A.A.S. Electrical Technology
- Graduated with honors.

Papers

About Dave Hollander:

- [Article in Software Report](#) Software AG; June 2001
- [Innovators And Influencers 2001: Fifteen thought leaders who intend to influence and inspire the IT](#) ; [Lots More Ahead For XML Co-Inventor](#); InformationWeek; January 2001

By Dave Hollander

- [Ontologies and Semantics](#)
- [Semantic Integration](#)
- [XML Namespaces](#)
- [Namespaces in XML (W3C Recommendation)](#)
- [XML Schemas in eCommerce](#)
- [Just In Time Information Management](#)
- Adding Information Management to the Corporate Infrastructure
- Moving Hewlett-Packard Toward a Multi-Tiered Web Environment

Activities

- Co-chair OpenTravel Alliance Architecture Working Group
- Former co-chair W3C Web Service Architecture Working Group
- Former Co-chair of W3C XML Activity
- Former Co-chair of W3C XML Schemas Work Group
- Founding member of XML Working Group
- Former Technical Advisor: Cohera Corporation, Noonetime, OSM Sarl