

Aron Trauring

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PROFILE

Worked nearly 50 years for high-tech companies in the US and Israel. Served in senior positions doing technical development and software project management—was one of the original developers of Statemate, a statechart simulation tool (Statecharts are now part of the Unified Modeling Language). Also served in senior positions doing international sales and marketing for major tech companies. A serial entrepreneur, I co-founded one of the earliest successful interactive media agencies, an Internet B2B services company, a software startup which developed a patented data security/privacy platform and a social enterprise startup.

EXPERIENCE

CTO, SPATIALLY HEALTH; TEL AVIV, ISRAEL — 2018-PRESENT

Spatially supports value-based care organizations that carry financial and operational risk — and need social care to perform with the same rigor as the rest of care delivery. As CTO, I lead a team of data scientists, data engineers and developers to transform our vision into a leading-edge technology platform available on the web and in mobile applications.

CEO AND CO-FOUNDER, ZOTECA; TEL AVIV, ISRAEL — 2000-PRESENT

Consulting for various companies in the US and Europe, both startup and Fortune 500, designing and helping implement big data infrastructure architectures, along with deploying DevOps best practices (including infrastructure as code). Company was founded as a security software startup and raised seed investment to develop a patent for the secure and robust exchange of data in distributed environments. In the post-9/11 recession climate, migrated the company to become a successful boutique consultancy,

CIO, EMELAI; TEL AVIV, ISRAEL — 2016-2017

Emelai is a technology startup that applies the latest research in neuropsychology together with Machine Learning/AI cognitive computing, to help our customers develop positive habit formation in users of their digital platforms. Responsible for developing and leading the implementation of the cloud, security and software architecture of our products. Designed, implemented and automated customers' cloud security and technical architecture on AWS and Azure. Also extensively involved in developing the company business and product plans.

CEO AND CO-FOUNDER, EBO NEXUS; NEW YORK, NY — 2013-2014

Our mission was to create technology that helps low-income people easily connect to the supplemental benefits they deserve. Since 2009 our product helped over 120,000 households connect to over \$350 million in supplemental benefits. The project was a spin-off from 6 years of development work at Zoteca. The company was established as an independent company in 1/2013. As CEO managed 15 employees, including R&D, support, sales and business analysts.

INSTRUCTOR, CUNY T++/SCHOOL OF PROFESSIONAL STUDIES; NEW YORK, NY — 2005-2009

INSTRUCTOR, NETCOM INFORMATION SYSTEMS; NEW YORK, NY — 2005-2011

CEO AND CO-FOUNDER, MAXIMA NEW MEDIA; KFAR SAVA, ISRAEL — 1994-2000

Established and managed MAXIMA, a world-class, award-winning interactive agency that specialized in the area of culture. Among its clients were Beth Hatefutsoth and the Israel Museum in Israel and the Memorial Foundation in New York. MAXIMA reached over \$1 million in annual billings.

DIRECTOR OF EUROPEAN SALES, AMDOCS; TEL AVIV, ISRAEL — 1990-1993

MANAGER INTERNATIONAL CUSTOMERS OPERATIONS, I-LOGIX; SLOUGH, ENGLAND / BOSTON, MA — 1988-1990

SENIOR PROJECT MANAGER, I-LOGIX (AD-CAD); REHOVOT, ISRAEL — 1983-1988

SENIOR SYSTEM SPECIALIST, SEED SOFTWARE; PHILADELPHIA, PA — 1980-1983

ADMINISTRATIVE SERVICES ANALYST., ARTHUR ANDERSEN; PHILADELPHIA, PA — 1979-1980

EDUCATION

University of Pennsylvania; Philadelphia, PA Moore School of Electrical Engineering, Course work only, 1980-1981

Carnegie Mellon University; Pittsburgh, PA School of Urban and Public Affairs (SUPA) M.S. Public Management, May 1979 Highest Distinction

Columbia College; New York, NY, B.A. Urban Studies, May 1975 Summa Cum Laude, Phi Beta Kappa

AWARDS

One of the recipients of the *ACM 2007 Software System Award*. This is "[a]warded to an institution or individual(s) recognized for developing a software system that has had a lasting influence, reflected in contributions to concepts, in commercial acceptance, or both. For *Statemate*, the first embodiment in a commercial computer-aided software engineering tool of a rigorous approach to model-driven development based on statecharts, and employing techniques for the executability of visual formalisms, and for code-generation."

SKILLS

With a long and varied career I have acquired a wide range of diverse skills. My key talent, which I apply in whatever I do, is as a great problem solver. Whether dealing with internal team conflicts, crashed servers, getting a customer to sign a contract or squashing a software bug, I have an innate ability to quickly analyze a problem and break it down into components, and then synthesize and implement an effective solution.

From my years in marketing and sales I learned how to be an effective communicator, both as a speaker and writer. I came to understand that success requires a customer perspective and focus on people over technology. I apply these skills when I work with potential and existing customers, stand in front of a class, lead a team meeting or report to customers about project progress and pitfalls.

From my years in managing software projects both in other companies and my own, I have learned that success means delivering working software that meets customer needs. By focusing on that criterion I consistently deliver successful projects on time and on budget.

From my years in leading technology teams, I know that I must be as familiar with technology as any team member. Over the years what's hot in technology has changed but I have led teams in various projects ranging over machine learning/AI, big data & BI applications, iOS & Android apps & expert systems. I am also experienced in the latest agile development processes as well as DevOps automation approaches & technologies.

LINKS

My blog with all relevant links: <http://fourm.info/>