

## Jay Caines-Gooby, Curriculum Vitae

### Personal details

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### Profile

A multi-faceted senior technologist with an excellent technical and commercial understanding of web, internetworking, interactive TV and mobile technologies. Key developments include becoming the first Sky-accredited 3rd-party tools provider, developing the first online fulfillment service for a UK high-street bank, part of the team that built the world's first 3G health service and the first website to stream a music album in its entirety.

### Technical skills

Linux administration/configuration/bash scripting (13 years), HTML/CSS/Javascript (12 years), Perl (12 years), MySQL (11 years), PHP (11 years), WML (6 years), WTVML (5 years), Ruby on Rails (20 months), Amazon EC2 & S3 (12 months)

I have been architecting LAMP sites for a decade but have been working exclusively with Rails since April 2006.

### Employment history

*January 2007 - present*                      **Head of Technology, Charanga**

Charanga publish music-teaching software. I architected and built a Ruby-on-Rails music e-learning system that is sold into thousands of schools across England. I've recently recruited and grown the team to three people.

In addition to our online product, I've been responsible for exploring affiliate and vertical-market opportunities, defining a revenue-generating strategy for 250 idle dot-com domains and the technology to manage this. I'm introducing analytics, blogging, affiliates, widgets and social networking as core components of our online model.

*March 2006 – June 2007*                      **Co-founder, snipperoo.com**

Snipperoo is an early-stage internet business with seed funding. A consultant during its initial prototyping phase, I developed many of the core concepts behind the delivery of its technology and after the contracted software house failed to deliver a successful version on time, took over the development of the service using Ruby on Rails, architected the launch version, procured the hardware and hosting provision and am a partner in the business.

*March 2006 – present*                      **Freelance**

Variety of web, video & interactive TV developments:

- **Facebook**; Using Ruby on Rails and the Rfacebook gem I have developed two Facebook applications and have several more under commission
- **Lesson Planner**; a web-based authoring tool for music teachers to select from thousands of interactive learning objects (swf, mp3, flv, etc) to construct lessons and courses for play-out on classroom-based interactive whiteboards. Built using Ruby on Rails, Lesson Planner uses social software techniques to help teachers explore the full range of learning-object resources.
- **Video consultancy for Hebrides.TV**, a community-based broadband television for the Outer Hebrides. I provided proof of concept demos for multi-format video conversion to Flash FLV format using free, open source software tools and guidance on an outline architecture for a scalable video-encoding system.
- **mypay.tv**; a WTVML application for MGt, whom provide PPV and subscription services for many UK digital TV broadcasters. Sky TV viewers are able to subscribe to channels using the red button on their remote.
- The first-ever **WTVML DAL**, which supported the Army's climb of Everest's West Ridge. Taken from concept to completion in 10 weeks including integration of video quads, two SSSL reviews, design and build of a lightweight churning platform and development of a transcoding proxy to deliver online content to TV from a 3<sup>rd</sup> party web CMS.
- Invited to pitch for the **re-design of Swisscom's BlueWin IPTV service** with 7 days notice. I coordinated the pitch, selected a design-agency partner, part-authored the pitch document and co-presented it in Zurich. From an initial 6 agencies pitching, we were shortlisted along with DunningEleyJones but lost due to DEJ's existing relationship with Swisscom.
- **Donation applications for ITV's Soccer Aid** series and miscellaneous applications for BSkyB (Final Chance To Save and Kylie Minogue) and Community Channel (updates to existing interactive service, Free DVD giveaway).
- Subcontracted by Reuters' design agency to advise on the interaction design and to code the WTVML for Reuters e-portal which was one of Sky's initial launch-partner sites.
- Contracted by Ian Valentine of BSkyB to build a high-profile launch service that demonstrated what the e-portal was capable of. Distributing 2000 Navigator remote controls in less than 24 hours with delivery addresses looked-up and presented in pre-filled forms

on-screen via integration with Sky's Personal Organiser system. The promotion was so successful that Sky increased the offer to 5000 and these were all taken 48 hours later.

#### November 2005 – August 2006 **Co-Founder, Go-Du Ltd**

Brighton & Hove has a significant number of high-density, multi-occupancy flat-conversions. Conservation areas preventing the mounting of satellite dishes and NTL's unwillingness to install new homes, mean that the city's young, well-educated, high-income residents are under-served by digital TV. Go-Du Ltd was licensing an IPTV platform for rollout in the city, however HomeChoice's recent sale to Tiscali has ended this opportunity.

#### August 2002 – March 2006 **Head of Software Development, Press Red Ltd**

Head of Software, and sole developer for over a year, my code won Press Red an initial £60,000 payment from BSkyB and then a further £0.5 million investment from South East Growth Fund and Katalyst Ventures in March 2003.

Based on my work for Press Red at Future Platforms, and initially on my own and then as project lead, I enabled Press Red to become the first Sky-accredited, third-party tools provider for Sky's interactive TV advertising (i-Ad) platform.

Press Red generated its first revenue in December 2003, ending the year with a 96% share of the i-Ad business on Sky. Throughout 2004, it had a 100% share of the market and has helped broadcasters and advertising agencies create over 300 interactive adverts.

Press Red had an interactive TV consulting arm where I acted as technical consultant to the business development team. My involvement included:

- A new games channel on Sky for a games publisher
- A content management system and churn tool for The Community Channel (a digital TV broadcaster),
- ABBA – a generic interface to Sky's ABB platform churn tool.
- Transport for London journey planner on Sky Active.
- Broadband streaming Flash video website for the Community Channel.
- Cable service for Community Channel.
- BBCi Bridge to WTVML linking application.

#### **Achievements**

- **2005**, 10 applications successfully taken through SSSL. 4 disaster relief donation applications deployed for Community Channel
- **2004**, £250,000 of new business development in Q1-Q2  
First accredited supplier of the new mini-DAL wml i-Ad template
- **2003**, First wtml tool-authored advert broadcast on Sky  
First Sky-accredited 3<sup>rd</sup>-party tools provider (impulse response, microsite and jump-to templates)
- **2002**, Sky-accredited 4-star WTVML developer

#### **Awards**

*New Media Age Effectiveness Awards, 2004.* Shortlisted for Best New Business

#### September 2000 – August 2002 **Co-founder, Future Platforms Ltd**

Director and co-founder of Future Platforms Ltd, a software company developing for mobile devices and interactive TV. We negotiated £110,000 in start-up capital from Outrider Ventures and three business angels, took the company to profitability by the end of its first quarter and eventually declined the investment offer and have been consistently profitable ever since.

#### **Awards**

*New Media Age Effectiveness Awards, 2001.* Pocket Doctor; winner of "Health" category, beating Channel 4, Superdrug and Durex.

#### **Projects of note**

- **2002**, Customisable text message (SMS) reminder service. The NHS loses £300m a year in England alone due to missed appointments. My reminder service allowed organizations like hospitals and surgeries to send reminders to patients a day or two before their appointment. Patients could also cancel or rearrange via SMS. I built the website, database and scripts that allowed organizations to manage their own reminders. Fully customizable, companies outside the health industry like Telewest who have engineers visiting customers homes, were also interested in the service.
- Web-delivered interactive TV advert authoring application for Press Red. *BlackBox Designer* is a browser-based WYSIWYG application coded in DHTML that permits cross-platform design and publication of iTV adverts. It includes a bespoke PHP server-side content management system, set-top-box advert preview and WTVML advert output.
- **2001**, Web-based league-management, high-score and ranking table system for *PopSwap*, a J2ME game for Symbian mobiles developed at Future Platforms. The PopSwap game automatically communicates the results of a game between two phones by

SMS with the high-score webserver. The webserver correlates the results, calculates new rankings in the relevant league and our bespoke protocol ensures cheat-proof scoring.

- mCRM tool for Bausch & Lomb. B&L manufacture *Purevision* 30 day disposable contact lenses; customers receive a text message to their mobile phones a few days before they are due to change their lenses.
- Technical reviewer for Prentice Hall's book *Wireless Internet & Mobile Business – How to Program*.
- *Blingo* – a Palm “buzzword bingo” game developed for IT website *The Register*. Written in C using Codewarrior for the Palm.
- **2000**, briefing documents for Excite UK – *PDAs in Europe* and *Integrating SMS with Excite UK*.

*April 1996 – September 2000*

### **Senior Developer, Tui**

As sole developer or working as part of a larger team, I was involved in some way or other with every project undertaken at Tui during my tenure. I delivered back-end solutions for full-service e-commerce web sites, technically architected projects, designed databases and developed client-side interfaces.

As a senior member of staff, my role also involved new-business development, pitching projects between £5000-£250,000, project management and the hiring of new members of staff.

### **Awards**

*Banking Technology's Technology for Retail Banking, 1998*; Halifax 'Branch of the Future'

### **Projects of note**

- **1999**, sole developer of BT's European & Asian joint-venture ISPs vertical market portal. A community site with workgroups, user-submitted content interface for links, documents and a conference calendar. Integrated news feeds from Moreover & Reuters, reports from Datamonitor, Giga Information Group and Forrester. Typical users are managers or executives responsible for key strategy decisions in international markets.
- **1998**, Co-architect and developer of an interactive service for Halifax bank's "Branch of the Future" programme. Halifax were experimenting with consumer-friendly designs for their new branch outlets using bright colours and relaxed interiors. Our service ran on huge plasma screens, playing centrally administered but highly customisable playlists, of animations, video and real-time tabloid news feeds.
- Worked with Tui's senior designer to build three broadband applications for the Fantastic Corporation; The Weather Channel, The Fantastic Channel and Novartis. These were full-screen browser-based applications designed for IE4, but compatible with Netscape 4. The Weather Channel included an extensible client-side javascript data format to integrate new weather data, removing the need to edit the application itself. Even though these were delivered to Fantastic as proof-of-concept demonstrators, The Weather Channel formed part of the content on BT's Ealing ADSL trials.
- **1997**, Daftpunk. "Daft dad" Daniel Vangarde, composer of the 70s smash hit "D - I - S - C - O" and scourge of the French music publishing industry, commissioned Tui to build a site for Daftpunk and their debut album "Homework" after seeing the terrible job had Virgin made of the "official" Homework site. Daftpunk.com introduced me to the nightmare that was Internic domain registration and transfer.
- **1996** Halifax ecommerce. Prototyped & delivered one of the UK's first on-line fulfilment services for a highstreet bank; Halifax travel insurance. Based on this work and our design pitch, Tui won halifax.co.uk from their incumbent advertising agency, Bates Dorland. My commerce engine was then reused to provide online applications for current accounts, credit cards, personal loans and mortgage promises. Bates later redesigned halifax.co.uk but the commerce engine was still in use 4 years after its creation.

*July 1995 – March 1996*

### **Systems administrator, MTi**

MTi make back-office trading systems software.

*September 1993 – September 1994*

### **Sandwich Year Industrial placement, ICL**

Junior developer for ICL's UNIX OS, primarily sold to the UK public sector.

### **Education & Qualifications**

*1990 – 1995*

**Nottingham Trent University** (formerly Nottingham Polytechnic)  
BSc (Hons) Computing Systems.

### **References**

Tom Hume, Managing Director, Future Platforms. tom@futureplatforms.com

Neil Aberdeen, Managing Director, Tui. neil@tui.co.uk

Bill Manthorp, Technical Director, Press Red. bill@manthorp.com

Ivan Pope, Founder, Snipperoo. ivan.pope@gmail.com