

Mark Medovich

Director

Mark has extensive experience in technology research, product development, sales and management.

Mark most recently led Emerging Markets Business Development worldwide for VMware, Inc., where he focused on Software as a Service and Cloud Service Delivery. Mark is a primary architect of VMware's business analytic driven JIT cloud architecture, essential to real world pay-for-utilization cloud implementations.

Prior to his VMware position, Mark was the Chief Architect of Juniper Networks Federal Systems. At Juniper, Mark led technical opportunity development for Juniper's Mobile Ad-Hoc Networking (MANET) router used in military systems (WIN-T) and other encrypted QoS assured networks, extreme environmental MANET applications.

Mark was Worldwide Technical Manager and an original member of Javasoft, the Java business unit of Sun Microsystems. He led business development efforts worldwide for Java's adoption in consumer and embedded devices. As Sr. Scientist of Sun Microelectronics VPG, Mark led Sun's strategy for consumer electronics and was responsible for Sun digital set top box initiatives, 3rd generation Java microprocessors, Java-based operating systems and a services oriented architecture for provisioning and delivery of device drivers to networked attached peripherals.

Mark founded Websprocket, which developed smart packet technology and created the world's first telecom soft switch which enabled thousands of connected switch nodes to run Java without requiring a JVM. He is the inventor of Kernel Inheritance, a technology that enabled Java to run directly on hardware without the presence of an operating system. Under Mark's leadership as CEO, Websprocket was recognized by the Gartner Group in the year 2000 as one of the top emerging technology companies in the world.

Earlier in his career, as an R&D engineer for Rockwell Industrial Computer Division, he designed UNIX computer cache and virtual memory management architectures (MMU) and studied effects of semiconductors in high temperature environments. He also has extensive experience in Digital Signal Processing and he owns a patent in the field of music synthesis.

Mark earned a Bachelor of Science in Engineering Physics from The Ohio State University.