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Experience

IBM CORPORATION

Somers, NY

Tivoli Software: Director of Market Management, Service Support (April 2005 – present) – Responsible for the Tivoli portfolio in change & release management (e.g., CMDB), IT asset mgmt, data center provisioning, pc lifecycle mgmt, and autonomic computing. Key activities include developing segment strategy & planning, driving execution across functional areas (sales, marketing, development, etc.), and meeting with customers, partners, & analysts. Also market mgmt lead for acquisitions in this area, such as Isogon, Collation, CIMS Lab, Rembo, Dorana, and MRO Software. In 2006, broadened the Tivoli security portfolio to a new strategy around governance, starting with the acquisition of Consul. Governance is now a cross-IBM initiative.

Previously **Director of Strategy** for Tivoli, responsible for Tivoli-level strategy and market planning. Helped drive Tivoli's IT Service Management strategy into execution.

Lotus Software: Strategy and Planning (April 2001 – July 2003) – Through a highly-matrixed team, drove the development of a growth strategy, drove Lotus-level market planning, and helped develop cross-IBM strategic opportunities related to the Lotus markets. The 2003 Lotus strategy was innovative within IBM's Software Group as it was based on a Routes-to-Market model. Co-led a team that implemented an innovative way of integrating primary market research with strategy development, resulting in a peer-reviewed best-practice journal article in ESOMAR.

PHOTO.NET

Cambridge, MA

Co-Founder and COO (October 1999 – March 2001) – Developed business opportunities, operated the web site, and prototyped new technology. Ten months after re-launching the site, traffic improved dramatically (10x increase: WebTrends). Click-throughs to our partners converted to buyers at a higher than industry-average rate. Photo.net continues as a profitable, robust community of high-end, heavy-use photographers.

MCKINSEY & CO.

Boston, MA

Engagement Manager (September 1997 – September 1999) – Developed strategy, marketing, and organizational opportunities, primarily within the high-technology industry, including:

- An international datacom strategy (web hosting, virtual private networks, voice and fax over IP) for a global telecom company
- A strategy and planning process for the U.S. subsidiary of a global consumer goods company
- The post-merger management of the global sales & marketing organizations of two large computer hardware and services companies
- A growth strategy and a sales effectiveness program for a multi-national insurance company
- An aggressive IT services growth strategy for a global computer company, focused on small/medium businesses. Responsible for leading the initial execution of this strategy.

MIT, COMPUTER SCIENCE DEPARTMENT

Cambridge, MA

Graduate Student (September 1992 – August 1997) – For Ph.D. thesis, developed ViewForm, a language for building program transformation systems. ViewForm improves software performance by allowing the use of implementation details across modules/abstraction boundaries, while automatically ensuring the integrity of the software against changes in the code.

Thesis Committee: Prof. Hal Abelson (head), Prof. John Guttag, and Dr. Richard Waters.

Experience (cont.)	HEWLETT PACKARD, MASSACHUSETTS LANGUAGE LAB Chelmsford, MA R&D Software Engineer (June 1996 – August 1996) – Developed a customer-oriented approach towards migration from HP Fortran 77 to Fortran 90. Implemented a tool for detecting syntactic and semantic incompatibilities. Developed the section of the Fortran 90 user’s manual discussing migration. Results became part of the shipped Fortran 90 product. MIT, COMPUTER SCIENCE DEPARTMENT Cambridge, MA Recitation Instructor (February 1996 – May 1996) – Taught sections for Structure and Interpretation of Computer Programs (6.001), directly supervising two graduate student Teaching Assistants. This position is normally reserved for professors. Head Teaching Assistant (September 1995 – January 1996) – Taught tutorials and some recitation sections for 6.001, and co-managed 7 graduate Teaching Assistants. Other Teaching Positions – A Teaching Assistant, twice for 6.001 and once for undergraduate Computer Systems. A 6.001 Lab Teaching Assistant for two semesters. Head Lab Teaching Assistant (supervising 20) for four semesters between Fall 1987 and Spring 1990.
	XEROX, PALO ALTO RESEARCH CENTER Palo Alto, CA Research Intern (May 1990 - January 1991, Summer 1989, Summer 1988) – Designed an extensible compiler for parallel architectures. Completed an S.M. thesis on this work in September 1991. Developed a hashing scheme for efficiently implementing method dispatch in an object-oriented language. Worked on Khufu, a DES-based software encryption algorithm.
	MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA (June 1986 – August 1997) – Ph.D. in Computer Science, September 1997. Completed S.M. and S.B. requirements in Computer Science at MIT, September 1991. Graduate courses include Programming Languages, Computer Systems, Computer Architectures, Parallel and VLSI Computation, Algorithms, and Artificial Intelligence. Concentration in biology. GPA: 4.84/5.0.
	Awards and honors • GE Fund Faculty for the Future Fellowship, Awarded January 1996 • NSF Graduate Fellowship Award, 1992-1995 • MIT EECS Department Head's Special Recognition Award, 1989 (for leadership in 6.001) • NSF Incentives for Excellence Scholarship Prize, 1988 • Member of the MIT Committee on Undergraduate Admissions and Financial Aid, 1996-1997 • Member of Tau Beta Pi and Sigma Xi
Publications	Carol K. Galvin, Bernadette DeLamar, Luis H. Rodriguez <i>Building The Matrix: A case study in teamwork among strategic planners and market researchers</i> ESOMAR Congress, Prague, Czechoslovakia, September 2003. Luis H. Rodriguez Jr. <i>ViewForm: A Language for Building Program Transformation Systems</i> Massachusetts Institute of Technology, Ph.D. Thesis Proposal, July 1995. http://LCRM.com/papers/phd-prop/full-paper.html Luis H. Rodriguez Jr. <i>Coarse-Grained Parallelism Using Meta-Object Protocols</i> S.M. Thesis, Massachusetts Institute of Technology, September 1991. Also Appears as Technical Report SSL-91-06, Xerox PARC, September 1991. Luis H. Rodriguez Jr. <i>A Study on the Viability of a Production-Quality Metaobject Protocol-Based Statically Parallelizing Compiler</i> In <i>Proceedings of the International Workshop on New Models for Software Architectures: Reflection and Meta-Level Architecture</i> Pages 107-112, Tokyo, Japan, November 1992. Gregor J. Kiczales and Luis H. Rodriguez Jr. <i>Efficient Method Dispatch in PCL</i>, In <i>Proceedings of the 1990 ACM Conference on Lisp and Functional Programming</i> Nice, France, Pages 99-105, 1990. Also In <i>Object-Oriented Programming: The CLOS Prospective</i>, Andreas Paepcke, Ed., MIT Press, Cambridge, MA, Pages 335-348, 1993. Gregor Kiczales, J. Michael Ashley, Luis H. Rodriguez Jr., Amin Vahdat, and Daniel G. Bobrow <i>Metaobject Protocols: Why We Want Them, and What Else They Can Do</i> In <i>Object-Oriented Programming: The CLOS Prospective</i> Andreas Paepcke, Ed., MIT Press, Cambridge, MA, Pages 101-118, 1993. Gregor Kiczales, John Lamping, Luis H. Rodriguez Jr., and Erik Ruf <i>Macros that Reach Out and Touch Somewhere</i> Internal Technical Report, Embedded Computation Area, Xerox PARC, August 1992.
Background and Interests	Born in El Paso, TX. Can converse well in Spanish. Interests include electronic and computer gadgets, and amateur photography.