

JEFFREY CRIGLER

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CTO – Catalyst LLC – Washington DC

2009 to Present

Catalist is the leading provider of voter data and predictive models for advertising, turn-out and persuasion campaigns by the U.S. progressive political community. Using official state voter files, commercial data and billions of field data responses, Catalist standardizes, analyzes, and enriches its core dataset to create models that predict turn out, partisanship, ideology and other behaviors and policy positions. As CTO, I led a multi-year re-engineering effort to bring Catalist systems and operations up to speed and operate at “Big Data” petabyte scale:

- Created order of magnitude improvements in speed and fault tolerance by migrating the Data Warehouse from an Oracle RDBMS to HP Vertica’s columnar distributed processing platform;
- Increased reliability and maintainability by replacing homegrown ETL scripts with industry leading open source ETL tools (Talend);
- Improved speed, recall and precision of Catalist’s Matching System by using Elastic Search running on a Cloudera HDFS cluster interrogating billions of person observations;
- Improved the quality and throughput of data processing by replacing an XML based serial Datamart generation process with a massively parallel Master Data Record architecture using Spark jobs managed by Oozie orchestration against a large Hadoop cluster and Cassandra Key Value Store;
- Enabled 3rd party applications by building an API service layer for application access to matching and data enrichment;
- Reduced costs by 50% by migrating to a new data center; virtualizing servers and leveraging Amazon AWS cloud services;
- Increased usability of the data by developing new web applications to allow clients to match and enrich their membership and targeting lists; generate nationwide lists and samples and conduct analysis of their data using Catalist’s predictive models;

CEO/CTO – Voxant Inc. – Reston VA

2005 to 2009

Voxant was an early leader in video streaming on the web. I was hired by investors to create a business model and develop the partnerships and technology platform. I raised \$20 million in additional investment:

- Licensed 340 sources of news video content from 215 publishers including CNN, AP, NYT, CBS, ABC, PBS, Fox, and others;
- Recruited an engineering team and built a platform for storing, indexing and streaming video using Ruby on Rails, Autonomy-Virage, Postgress and Akamai’s CDN network;
- Signed partnerships with dozens of advertisers and ad-networks to supply banner, pre-roll, post-roll, overlay and interactive advertisements;
- Used viral marketing to recruit 27,000 publisher/distributors who embedded Voxant video;

At time of sale to Anystream, Voxant had 12 million uniques and was streaming 45 million clips per month, the second largest legal video streaming service on the web.

CEO/CTO – Engenia Inc. – Reston VA

1998 to 2004

Engenia Software was a provider of Business Process Management (BPM) software to government and commercial customers. Raised \$33 million in venture financing over six years:

- Designed and developed the Engenia “Unity” platform using distributed agent-based architecture;
- Licensed the Cougar platform from US DARPA to acquire advanced distributed processing code;
- Built interfaces and connectors for MS Office, Project and Outlook;
- Won \$6+ million in sales from DOD/NSA, NASA, 3Com, McKinsey, Thomson and other early adopters.

After the “Dot Com Crash” sales dried up and the company was forced to close.

Vice President – IBM (Lotus) – Cambridge MA

1997 to 1998

Lotus was purchased by IBM in order to acquire its extensive business productivity applications including Lotus Notes:

- Managed post-acquisition integration of IBM’s Internet division software lab into Lotus, and provided technical and managerial oversight to product development, marketing and branding activities;
- Conceived, developed and drove strategic entry into the knowledge management market. Accelerated development and rollout of Lotus Knowledge Management tools, applications and product enhancements for the Lotus Notes/Domino platform.;
- Captured major competitive wins with Procter & Gamble, Boeing, Abbot Labs and Government of Singapore, representing \$50+ million in new business.

Vice President – IBM (Internet) – Falls Church VA

1993 to 1997

Joined IBM shortly after Louis V. Gerstner’s arrival as CEO and was appointed to the Network Centric Computing Task Force at HQ to help develop the “e-Business” turn-around strategy which resulted in a new Internet Division and investments. I then led the new Internet Information Technology Lab formed in Falls Church, VA, to develop foundational technologies and services for e-commerce and content:

- Recruited 50+ senior professionals and grew development and marketing team to 250;
- Built IBM-Infomarket service and platform to securely sell high value content licensed from 60+ commercial publishers including Yahoo!, Lycos, Reuters, DataTimes, Thomson, Disclosure, and Personal Library Systems;
- Pioneered early web technologies including the first web-servers, browsers and HTML authoring tools;
- Invented, patented and developed Cryptolopes™, a Java-based e-Commerce platform for digital media security, distribution and payment via Internet
- Established and marketed a high-value product portfolio — publishing, knowledge management, e-commerce facilitation and content management software — representing \$100+ million in combined annual solutions revenue.

Director – Lexis/Nexis – Dayton, OH

1987 to 1993

Lexis/Nexis was the pioneer of computer aided business and legal research. Having successfully grown the legal business, the company sought to invest and grow its Business Information Service:

- Integrated the LSC political research service into the Lexis/Nexis product line. Grew the business from \$2M to \$7M;
- Developed the Remote Processing Facility to license and process content from international news sources;
- Developed new service offerings for the Financial, News, International and PR Sectors generating \$40M in revenue with a 23% CAGR;
- Developed new “hot topics” products to provide late-breaking news and information targeted to specific audiences;
- Designed a rapid user-interface development toolkit, “Blackbird”, in partnership with Microsoft, to speed new product development and roll-out.

President – Lobbyist Systems Inc. – Washington DC

1983 to 1987

Founded and managed a technology startup providing decision support systems, services and solutions to the legal and professional lobbying market. Led a staff of 12. Company evolved from concept to \$2 million in revenue within 30 months and became a prime contractor on \$million+ automation and systems integration project for the Democratic Party. Negotiated profitable acquisition of the company by Lexis/Nexis.

EDUCATION:

Business Leadership, 1993

CENTER FOR CREATIVE LEADERSHIP, Greensborough, NC

MS – Foreign Service, Concentrations in U.S. Foreign Policy & International Business, 1982

THE GEORGETOWN UNIVERSITY SCHOOL OF FOREIGN SERVICE, Washington, D.C.

BA – Great Books Liberal Arts, Special Concentrations in Mathematics & Science, 1979

ST. JOHN'S COLLEGE, Annapolis, MD

PATENTS:

“Creation and distribution of cryptographic envelope,” U.S. Patent # 5,673,316. 1997

“Information Objects System, Method & Computer Program Organization,” U.S. Patent # 6473893, 2002

“A System and Method of Network Collaboration Based on Reciprocal Relationships Defined between Software Agents,” U.S. Patent Pending. Filed 2003

“System and Method for Collecting and Distributing Content” U.S. Patent Pending. Filed 2007