



## Stephen Heitmann

Senior Software Architect and Engineer, Innovator, Entrepreneur

*"Good Design is Good Business"* – Thomas J. Watson, former Chairman, IBM Corporation.

### Brief Bio

Steve Heitmann has over 20 years' experience as CEO of two successful software businesses he founded, as Chief Architect at a third business he co-founded, and over 30 years' inclusive experience in project management and innovative software engineering, architecture, algorithms, and design. A generalizing specialist, his engineering expertise is *Telematics* (integration of multimedia information systems, computer telephony, user interface technologies, Web and wireless networks). With a background in Electrical Engineering and Mathematics, his experience includes trend analysis and identifying emerging technology markets. Amateur work includes avid interest in alternative 24x7 energy sources and storage, especially molten salt reactors (solar and nuclear), plasma gasification, and fuel cell energy servers.

Mr. Heitmann routinely pushes the technology envelope. He conceptualized and implemented a simple store-and-forward email capability in 1970 at U.C. Davis. At Tektronix in 1973, he developed an interactive email system for the Tektronix sales engineers, later adopted by GE Timesharing as GEmail. Mr. Heitmann began formal email and computer conferencing R&D at Tektronix Laboratories in 1977. Founder of Data Dynamics, Inc. in 1980, Mr. Heitmann continued to develop and market email and conferencing products worldwide. Expanding to unified multimedia messaging, in 1990, he founded CogniSoft, Inc. to develop and market Unilink, a leading-edge PSTN product, which integrated voice-, fax-, and e-mail, IVR, Faxback, ASR, DBMS, and automation functions. Renamed Cognilink in 1998, Mr. Heitmann redirected the company from its PSTN focus to target the XOIP "dot com" market, with product plans to address what is now known as *Cloud Computing*.

A historical footnote: Mr. Heitmann is believed to have developed the first-ever microprocessor application software—using an Intel 8008 and completed in December 1973—a graphic information entry, editing, storage and retrieval system for NAFEC's aviation pilot weather self-briefing system.

Mr. Heitmann worked at IBM T.J. Watson Research from 1999-2001 and was included in a group patent for his innovative contributions to the development of the Mobile Assistant, which supports unified messaging, personal schedules, to-do lists, database content mining, and website access by phone—interaction is exclusively via natural language understanding (NLU) and text to speech (TTS) response. The project concluded with a successful demonstration to DARPA. The Mobile Assistant in 2001 was then very similar to the Google Assistant introduced circa early 2018. Recently, he worked at Mercedes-Benz Research Development, North America, specifying and developing the Automated Vehicle Assistant (AVA) Telematics prototype for Daimler and Chrysler. AVA, among other features, enabled drivers to reduce carbon emissions by improving their driving skills.

As the founder of Unwired Media Corporation, Mr. Heitmann has been engaged in the global paradigm shift in pervasive computing represented by tablets, smartphones, multimedia cloud computing, and securing personal information at rest and in motion. Initially, focusing on developing advanced Mobile Web 2.0 and Android Smartphone and Tablet applications.

In 2019, Mr. Heitmann started Zharma Solar, LLC to focus on off-grid solar energy systems and applications thereof. Zharma Solar will contribute, as much as possible, to the realization of the Green New Deal.

Mr. Heitmann has a BS in Mathematics, and has met nearly all requirements for a BSEE and MSEE in Electrical Engineering/Computer Science at the University of California, Davis. He also has an AA in Applied Electronics.