

Elva Lin, Ph.D.

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EDUCATIONAL PREPARATION

<u>Institution</u>	<u>Degree</u>	<u>Date</u>
Arizona State University	PhD (Computer Information Systems)	06/1993
Arizona State University	MS (Computer Information Systems)	08/1988
Tamkang University	BBA (Business Management)	06/1984

Certification and Specializations

Amazon Web Services	AWS Fundamental Specialization	01/2021
John Hopkins University	Executive Data Science Specialization	06/2019
John Hopkins University	Data science Certificate via Coursera	08/2017
George Washington University	Master Certificate via Motorola University	05/2000

PROFESSIONAL EXPERIENCE

<u>Corporation/Institution</u>	<u>Position</u>	<u>Date</u>
Inition Education Solution Chandler, AZ	Director, co-founder	04/2016 – present
General Dynamics C4 Systems, Scottsdale, AZ	Product Manager, Engineering Project Manager	10/2001 – 10/2007
Motorola, Inc. AZ	Program Manager, Technical Marketing Manager, Feature Development Leader, Senior Software Engineer	05/1995 – 10/2001
VLSI Technology Inc., Tempe, AZ	Programmer Analyst	11/1993 – 09/1994
Bull HN, AZ	Software Engineer & ORACLE DBA	07/1989 – 12/1990

TEACHING EXPERIENCE

<u>Institution</u>	<u>Course</u>	<u>Date</u>
Clinical Associate Professor, Arizona State University, Tempe, AZ 85287	Bussiness Information System Development II with Python and with C#, Enterprise Web Technologies, Web Design and Development, Intro to	08/2022 –
Clinical Assistant Professor, Arizona State University, Tempe, AZ 85287	Information System, Mobile and Web Development, Problem Solving and Actionable Analytics, Big Data Analytics in Business (UG)	08/2013 - 07/2022
Associate Professor, Yuan Ze University, Taiwan	Information Management, Applied Project (G) Computer Information System (UG, G) Database Management System (G)	09/1994 – 02/1995

COURSES TAUGHT

ASU

Fall 2016, Fall 2021 – now, CIS345: Business Information Systems Development II
Fall 2016 – now, CIS300: Web Design and Development
Fall 2023 – Fall 2023, CIS425: Enterprise Web Technologies
Fall 2022 – Spring 2023, McKinsey Cloud Upskilling Certificate (for Executive Training Program)
Summer 2021, CIS415: Big Data Analytics in Business
Spring 2019 – Summer 2021, WPC300: Problem Solving and Actionable Analytics
Fall 2017, Fall 2018, CIS394: Mobile and Web Development
Fall 2016, Fall 2017, CIS593: Applied Project (MSIM)
Fall 2013 – Spring 2016, CIS235: Intro to Information Systems
Fall 2013 – Spring 2014, CIS506: Information Management (MSIM)

Yuan Ze Institute Technology, designed and delivered the following courses:

Fall 1994, Computer Information System (both graduate and undergraduate)
Fall 1994, Database Management System (undergraduate)

SERVICES

Department level services:

- UG CIS Program Committee 2021 - now
- Clubs – DISC, BIMA & W-STEM 2015 - now
- ABDA, DBI, & Cyber Committee 2017 – now
- Annual Review Team for Instructional Faculty (ARTIF) for AY 2021/2022
- Department of Information Systems Personnel Team (elected) 2018 - 2019
- UG Honors & Academy Committee 2014-2016, 2017-2019
- UG – WPC300 2019 – 2019
- Recruiting committee 2013-2014
- CIS235/236 committee 2013-2014
- Undergraduate committee 2013-2014
- CIS Program Review Committee 2015-2018

University level services:

- Served as the first-round judge for Edson competition
- Served as the Information Systems Mentor for Venture Acceleration Teams
- Served as the director/reader for honors theses
- Served as the project director for Directed Study Project
- Offered more than 50 honors contracts
- Served as Faculty Advisor for two student club

HONORS

- Professor of Impact Award, Fall 2023, Arizona State University

Been recognized for:

- ◇ Being a great mentor.
- ◇ Inspiring the class.

- ◇ Spending extra time helping students.
- ◇ Understanding that life happens and being flexible with students.
- ◇ Making a positive impact
- ◇ Treating students with respect.
- ◇ Motivating students to overcome challenges.
- Outstanding Service in the Information Systems Department, Academic Year 2021 – 2022, Arizona State University
- Excellent Employee awards in Motorola Inc. and General Dynamics for years 1999, 2005, and 2007
- Excellent leadership award (20 recipients per year), Ministry of Education, Taiwan, 1984

RESEARCH INTERESTS

STEM education and learning environments, expanding STEM participation, AI-driven data analytics, script-free modeling languages, integration of models and data within decision support systems; development and application of business information system apps/GPTs, examining the pros and cons of small business operations using AI tools; extending social media influence over time; digital Darwinism; added enterprise values and services, AI-powered m-commerce product and project management.

PUBLICATIONS

- Lin, S. E. (2005-2007). Reachback™ Voyager Multichannel Data and Voice Multiplexer and Reachback Inverse Multiplexer Training Manuals, Data Sheets, and User Manuals. *General Dynamics C4 Systems*.
- Lin, S. E. (2005). Global Broadband Solutions and Services Data Sheet. *General Dynamics C4 Systems*.
- Lin, S. E. (2005). Global Netted Communications Brochure Data Sheet. *General Dynamics C4 Systems*.
- Lin, S. E. (2005). SelectFocus™ Selectable ROI Image Compression Software Data Sheet. *General Dynamics C4 Systems*.
- Lin, S. E., Schuff, D., and St. Louis, R. (2000). Subscript-Free Modeling Languages: A tool for facilitating the formulation and use of models, *European Journal of Operational Research, Volume 123, Issue 3, 16 June 2000*, 614 - 627.
- Lin, S. E. (1999). IRIDIUM Gateway System Overview, *Product Sheet, Motorola*.
- Lin, S. E. (1999). SR7 Enhanced Call Intercept New Features. *Customer Technical Note CTN-E0010.MKT, Motorola*.
- Lin, S. E. (1999). Operations and Maintenance Center for Message Origination Controller (OMC-M). *Customer Technical Note CTN-15.MKT, Motorola*.
- Lin, S. E. (1999). Call Intercept S-Record (Intercept Record) Layout for SR6. *Customer Technical Note CTN-E0011.MKT, Motorola*.
- Lin, S. E. (1998). Enhanced Call Intercept (ECI) External Protocol and Format. *Customer Advisory Bulletin 9, Motorola*.
- Lin, S. E. (1998). Enhanced Call Intercept (ECI) Physical Equipment Description and External Interfaces. *Customer Advisory Bulletin 7, Motorola*.
- Lin, S. E. (1998). IRIDIUM Cellular Roaming Service. *Customer Technical Note CTN-E0008.MKT, Rev. A, Motorola*.
- Ramirez, R. G. & Lin, S. E. (1993). Subscript-Free Indexing in a Mathematical Programming Language. *Proceedings of the 1993 Hawaii International Conference on System Sciences*.
- Lin, S. E. (1990). Distributed Operating Systems: An Overview. *Technical Update, Bull Systems Engineering*.

DISSERTATION

Lin, S. E. (1993). Subscript-Free Modeling Language: An Improved Basis for Integrating Models and Data in a Decision Support System (Doctoral Dissertation, Arizona State University.)

INVITED TALKS AND PRESENTATIONS

- Speed Mentoring, Women in Tech Event, DISC club, Tempe, AZ, November 2018.
- “Digital Darwinism,” Scottsdale Leadership Academy, Scottsdale, AZ. January 2017.
- “Digital Darwinism,” Scottsdale Leadership Academy, Scottsdale, AZ. November 2015.
- “Entrepreneurship,” Enactus Non-Profit Organization, Arizona State University, Tempe, AZ. September 2015.
- “Pitching your idea in 2 minutes,” Hackathon Taiwan, Taipei, Taiwan. July 2015.
- “Digital Darwinism,” Scottsdale Leadership Academy, Scottsdale, AZ. October 2014.

CONFERENCES ATTENDED (SELECTED)

- Nvidia 2024 GTC (GPU Technology Conference) AI conference
- AI: Getting the Value, Tackling the Challenges, An ASU Industry Panel Event, W.P. Carey School of Business AI/DA Initiative and Information System Department, Arizona State University, September 29, 2023
- ASU Information Systems Executive Advisory Board Meeting, 2014 – 2019
- AWS Innovate Online Conference, July 2018
- Industry Partners Conference, Information Systems Department, Arizona State University, 2018
- BOLO Prepare for your digital future conference, October 2014, October 2015, Tempe, AZ
- ICIS 2013 – International Conference on Information Systems, Milan, Italy

INFORMATION SYSTEMS CONSULTANT/MENTOR

Venture Acceleration Teams. *Arizona State University*. (2015).

ConSol4U LLC. (October 2014 – 2016). Customer served: Maricopa Small Business Development Center (SBDC), SCORE mentoring service

Financial System Replacement Project. *Arizona State University*. (August 2014 – May 2015)

INDUSTRIAL EXPERIENCE

Inition Education Solution, Chandler, AZ (04/2016 –), Co-Founder and Director

- **Relationship building:** Partnered with principals from k-12 school districts, State representatives, and local business executives to build connections to local k-12 schools
- **Curriculum creating:** Designed hands-on business-oriented technology curriculum with real-life applications to engage students from diverse backgrounds that allowed students access to new technologies

- **Collaboration:** Collaborated with professors at ASU to include their programs in our curriculum. Feedback from k-12 students allows them to make the program better and create new programs.
- **Volunteer recruiting:** Advised the student club inition@asu to recruit and train students from different majors to support Inition's mission

Sabbatical (2007- 2013)

- Took time off to recharge, discover new projects, and rediscovered my passion for education
- Provided care and home-schooling education to a special-needs child
- Worked with public and private sectors in US and Taiwan to provide financial, product marketing/distribution, exhibit translation, cultural ambassador business services

GENERAL DYNAMICS C4 SYSTEMS, Scottsdale Arizona (2001 – 2007)**Product and Engineering Project Manager**

- Managed cross-functional teams and OEM/ODM vendors to achieve an 80% demo-to-sales conversion rate, over 90% on-time contract delivery for contracts exceeding \$120M, and high customer satisfaction rates. Collaborated with cross-functional teams to secure contracts worth \$900M.
- Built brands, drove growth, and reconditioned the Reachback(TM) inverse multiplexing device to market, providing anytime and anywhere mobile connectivity at General Dynamics.
- Developed and executed marketing programs, including sales and marketing collateral, customer referral programs, and hands-on product training, to sustain rapid global market growth.
- Authored project and product roadmap plans, white papers, proposals, brochures, requirements, specifications, analysis and design documents, test plans and procedures, user manuals, and training documentation.

MOTOROLA INC., Scottsdale, Chandler, Tempe, Arizona (1995 – 2001)**Program Manager for Introducing New Technology Globally**

- Collaborated with cross-functional teams to develop and implement the Trial Introduction process.
- Ensured on-time global trials and First Office Application (FOA) delivery by managing resource allocation, training planning, trial scheduling, and risk management.

Customer Engineer/Technical Marketing Manager

- Equipped global Account Management and Customer Support teams with timely and targeted training and materials on products and internal tools.
- Presented new products and features at customer sites, product conferences, and trade shows.
- Published Customer Technical Notes and Advisory for a worldwide audience.
- Delivered hands-on training, site system configuration, troubleshooting, and problem resolution

Program Manager for Satellite System Construction, Deployment, and Operation

- Drove day-to-day activities, managed resources, and communicated with customer groups to deliver high customer satisfaction deployment

- Organized customer learning groups, which saved 2 to 3 weeks of deploying time
- Senior Software Engineer/Feature Project Lead for Wireless Systems**
- Led global teams to develop wireless infrastructure features

VLSI TECHNOLOGY INC., AZ (11/1993 – 9/1994). IT Programmer Analyst

- Designed and implemented demand and sales booking forecast systems with Object-Oriented Analysis and Design tool and ORACLE Relational Data Base System.

BULL HN WORLDWIDE INFORMATION SYSTEMS, AZ (7/1989 – 12/1990)

Software Engineer and ORACLE DBA

- Designed and implemented the INGRES OPEN SQL and ORACLE Gateway
- ORACLE DBA and Provided technical support in using Pro*C, SQL *PLUS, and SQL *CALC

LANGUAGE SKILLS

- Native speaker of Chinese (Mandarin)
- Fluent in English
- Currently learning Japanese

CERTIFICATE

- Former PMP (Project Management Professional) certificate

TECHNICAL SKILLS

- Microsoft® Office, Microsoft® Project
- Programming Languages: Python, R, JavaScript, HTML5, CSS3, SQL, PHP, Bootstrap
- Database: MySQL, MongoDB, Google Firebase
- Data Analysis and Visualization Tools: Tableau, Cognos, SPSS Modeler
- Cloud and DevOps: Kubernetes, Docker, AWS EKS, Terraform, Vclero, Argo Project
- Security and Monitoring tools: Dynatrace, Aqua Security, Prometheus, Grafana
- Experienced in total engineering solutions, hardware/software design, and productization