

BRUCE LILLY

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Education 1974-1978 Lehigh University Bethlehem, PA
BS Electrical Engineering
Attended on National Merit Scholarship

Professional Experience 1979-1987 CBS Television Network New York, NY
Senior Project Engineer

Managed projects for major planned updates of CBS New York Broadcast Center. Major responsibility for projects incorporating 1" Type C videotape recorders into the Broadcast Center, supplementing and replacing 2" quadruplex recorders. Project management responsibilities included system design, customer interface, supervision of technicians and entry-level engineers, management of budget and schedule.

Evaluated equipment considered for purchase by CBS. Equipment was tested for compliance with government, industry, and internal specifications.

Responsible for systems projects for special events (Elections) coverage. In addition to standard broadcast requirements, the systems for these projects had to deliver real-time response and operate reliably during live event coverage using state-of-the-art computer graphics and video equipment.

1987-1996 Sony Electronics Montvale, NJ
Product Manager

Managed Sony's Broadcast 1" Type C, D-1, and D-2 format videotape recorder product lines (1987-1994), and digital routing switchers, master control production switcher, still store, and interface products (1994-1996). Responsibilities included establishment of pricing to meet profitability and sales goals, control of inventory, design and implementation of marketing strategy, training of sales staff, customer interface, coordination of product improvement and new product features with engineering, supervision of sustaining engineering, and design of trade show product displays.

1996- Self-employed
Engineering Consultant

Professional Activities SMPTE
1998-2000 Elected Manager, New York Section
2000- Appointed Membership Chairman, New York Section
2001-2002 Elected Secretary/Treasurer, New York Section
2002-2003 Elected Chairman, New York Section

IETF
Active participation in IETF working groups