

Profile

An exceptional teacher with experience at the college and corporate levels. Solid experience in creating and managing successful technical programs and training, documentation, and marketing programs. A passion for communicating technical ideas to non-technical audiences in computer science and business.

Education

MBA, San Francisco State University 1979
Core courses in management, marketing, accounting, finance, communications, and information systems.
Emphasis in management science/operations research.

B.S. in Statistics, San Francisco State University, magna cum laude..... 1976
Core courses in math, statistics, computer science, physical science, economics, and business.
Minor courses in music.

Teaching Experience

College of San Mateo 1993 to present

- Taught daytime, evening, Saturday, and online courses in the Computer and Information Science department (adjunct)
- Developed the first on-line course in the computer science department, and wrote software to manage and run the course
- Developed a series of YouTube video tutorials for Excel
- Received excellent evaluations from students and faculty
- Worked part time for Workforce Development department. Created marketing materials, did research, set up events, and did K-12 outreach.
- Founder of “Computer Education Leaders of San Mateo County”

Skyline College 1992 to 1998, and again in 2016

- Taught daytime, evening, and online courses in business information systems (adjunct)
- Received excellent evaluations from students and faculty

SMCCD Corporate and Community Education 1995 to 1998

- Taught on-site courses in business applications (Word, Excel, PowerPoint, Windows)

San Francisco State University 1983 to 1998

- Taught daytime, evening, and Saturday courses in business computing systems and business math
- Taught undergraduate and graduate (MBA) courses (adjunct)
- Co-author of *Basic Programming with Applications in Business* (Kendall/Hunt, publisher)
- Received excellent evaluations from students and faculty

Note: I always taught college courses while working in the computer industry. See the next page for my industry experience.

(continued)

Industry Experience

More than 15 years of experience at **Signature Systems, Inc.** (Foster City office)
(A small, privately-held company that makes software tools for business application developers)

In a small company, everyone wears lots of hats. I was responsible for marketing, communications (technical and marketing), web site development, training, and more. I even wrote code.

- Created a successful marketing communications program from scratch. Wrote brochures, data sheets, newsletters, product announcements, press releases, e-mails, faxes, audio and video productions, direct mail pieces, catalogs, and trade advertising. Tripled the number of resellers. Increased business from 500 customers to more than 20,000 end users.
- Wrote business communications, technical documentation, and training materials (hard-copy and on-line) for all the company's software products. Developed and taught classes to resellers, software developers, and customers.
- Wrote code, including tutorial software, help systems (both online and embedded), demonstration programs, online discussion board, and e-mail engine.
- Created a comprehensive web site, which included product and marketing information, reseller data base and application software directory, software download site, and discussion board. Drove traffic to the site through search engines, social media, and direct mail, which resulted in a dramatic increase in business for resellers and Signature Systems.
- Provided marketing and technical support to resellers, software developers, and customers, which increased reseller and customer satisfaction and increased revenues.

More than 10 years of experience at **Qantel Business Systems** (World headquarters in Hayward)
(A 500-person, public company that manufactured business minicomputers and application software)

Qantel had a strong “promote from within” philosophy. Here are the jobs I held in my 10+ years there:

- Director of Application Software Development. Managed the development efforts, quality assurance testing, and documentation for 4 business application software products. Worked closely with top-level executives, product managers, software developers, and support staff.
- Technical and Marketing Services Manager. Managed education, technical documentation, marketing communications, and print production departments. Dealt with all of Qantel's hardware and software products. Managing editor of *Up & Running* magazine.
- Education Manager. Managed 7 regional training centers. Hired and trained instructors.
- Software Instructor. Developed and taught courses in programming, operating systems, utilities, report generation, word processing, and business modeling. Taught customers, dealers, and in-house staff in U.S., Canada, and Europe.

Early career experience as a **computer programmer**. Wrote forecasting application for silver commodities market for an investment company, statistics applications for a business consulting company, and inventory simulation models for a business consulting company.

Music Industry Experience

- Past President of the Bay Area Music Foundation
- Director, Royal Court Brass. Music arranger, composer, and conductor.
- Past Assistant Director of the West Bay Community Band (65-piece band) and current guest conductor of the Daly City All-Stars (35-piece community band)
- Consulting, computer technology, web development, marketing, training, and management experience at several music companies

Addendum to resume

I have assembled an online portfolio that includes many details of the classes, technical documents, web sites, and more that I have produced in my career. That portfolio is located on the following web site:

www.brycemartens.com

In my latest performance review at the College of San Mateo, I received the top rating in every category. The performance review was conducted by Martha Tillman, now a retired computer science professor from College of San Mateo, and the former Dean of the Technology Division. Here are a few of Martha's comments:

- "Bryce is in complete control of the course content. He is knowledgeable far beyond the scope of the class and he shared this with the class when appropriate. His material and lectures are current and up-to-date with today's changing technology."
- "Bryce is clear and exceedingly organized. Each day's topic is known at the beginning of the semester. Assignments are clearly written and presented. Lecture PowerPoint slides progress naturally and with obvious forethought."
- "Bryce is extremely well-prepared in his lectures and assignments."
- "Bryce's lecture is delivered with confidence and clarity. He is clearly in command of the material and the classroom while still being warm and friendly with students."
- "Bryce continues to teach this class in a way that keeps his sections full and with terrific retention. Students are completely pleased with his instruction and all would recommend him to a friend."

Beyond the comments of a colleague, I place great credence in the comments of my students. I have a 4.9 out of 5 rating on the RateMyProfessors.com website. This is the highest rating among the computer science professors at CSM. Here are some comments from my students:

- "Mr. Martens is a great teacher. The stuff he teaches is up to date and really useful. His lessons are never boring. Some of you folks think you know all about computers, but he'll prove you wrong."
- "Prof. Martens is a great teacher! He is very passionate about what he teaches, nice guy, his tests are straightforward, he knows what he's talking about, gives you projects/home works that really helps you understand more, answers questions clearly. TAKE HIM!!!"
- "Prof. Martens is a perfect example of a great teacher. He is super passionate about teaching (like all teachers SHOULD be)."
- "Presentation skills of a master storyteller. Incorporates concepts & ideas into thought-provoking & interesting lectures. Invites students to engage in discussions. Wish he taught more classes!"

It is well-known that the computer industry is not very diverse. Luckily, the community that CSM serves is. More and more, CSM reflects the diversity of this community. The classes I have taught have included students from all backgrounds. My approach to teaching is to establish a one-to-one relationship with each of my students. By giving each of my students an equal opportunity to succeed, I can only hope that I am contributing to the diversity of the industry.