

Brian Edmond, President

Brian has close to 15 years of embedded software experience focused in the area of embedded graphics. Holding a clear understanding of the gap that existed between graphic designers and embedded systems engineers, and with a clear vision of how to bridge that gap, Brian co-founded Crank Software in 2007. Brian has a strong analytical ability to quickly synthesize customer requirements. He has been key in helping many consumer electronics and automotive customers deliver high end UIs for their products. Prior to Crank Software, Brian was the Leader of the Graphics Development Group at QNX Software Systems. He helped with architecture, contributed to the embedded windowing system, and co-architected QNX's Advanced Graphics Technologies. Brian holds an Electrical Engineering degree from the Technical University of Nova Scotia.

Jason Clarke, Vice President of Sales & Marketing

Jason has 10 years of experience in the embedded field working in all areas from development to sales to marketing. A seasoned speaker, Jason lectures and delivers keynotes at industry forums around the globe. Prior to Crank Software, Jason was a Senior Field Application Engineer at QNX Software Systems. In his position, Jason provided onsite consulting services, including system debugging and design review, to original equipment manufacturers (OEM) developing consumer electronics, automotive infotainment devices, industrial devices, medical instruments, and networking/telecommunications infrastructure. Jason is a graduate of the Computer and Engineering Technology program at St. Lawrence College.

Thomas Fletcher, Vice President of Research & Development

Thomas has worked in the field of real-time and embedded software development for more than 10 years and is a frequent presenter at industry conferences. He is a technical subject matter expert and thought leader on Embedded System Architecture and Design, Real-time Performance Analysis, Power Management, and High Availability.

Prior to Crank Software, Thomas directed QNX Software Systems' Tools Development Team. He was the Lead Architect for Multimedia, Team Leader of Core OS and regularly engaged with sales and marketing as a result of his ability to bridge technology and customer needs. Thomas is an active participant within the Eclipse Community. He is a committer with the C/C++ Development Tools (CDT) project and represented QNX on the Eclipse Architecture and the Multicore Association review boards. Thomas holds a Master of Computer Engineering from Carleton University focusing on instrumentation and performance analysis of embedded systems, and a Bachelor of Electrical Engineering from the University of Victoria.

Paul White, Vice President of Operations

Paul has over 20 years of experience in the software industry. Paul's entrepreneurial streak is evident in his diverse career. Paul co-founded Ottawa-based The Object People, which was acquired by BEA Systems of San Jose, CA. He continued to serve as their Senior Director of Americas Education Services. As an independent consultant, Paul worked with a variety of organizations to provide management and leadership expertise. And, he was a faculty member with the School of Computer Science at Carleton University for 10 years. Paul holds a Master of Computer Science from Carleton University and a Bachelor of Science from St. Francis Xavier University.



Jason Clarke is the spokesperson for Crank Software: call +1.613.595.1999 or email Jason@cranksoftware.com.