

HERBERT L. BLITZER

EXPERIENCE / ACHIEVEMENTS

INDIANA UNIVERSITY-PURDUE UNIVERSITY, INDIANAPOLIS 2004 - Present
Purdue School of Science, Visiting Professor of Physics and Forensic Science

INSTITUTE FOR FORENSIC IMAGING, INDIANAPOLIS 1999 – Present
President, Treasurer & Executive Director

(IFI became an independent not-for-profit corporation in 1998)

INDIANA UNIVERSITY-PURDUE UNIVERSITY, INDIANAPOLIS 1997 - 1998
Executive Director, Institute for Forensic Imaging 1997 - 1998

- Co-teacher, along with Jack Jacobia of two, two-semester, for-academic-credit courses at IUPUI on Crime Scene Photography and Forensic Digital Imaging.
- Founded the Institute for Forensic Imaging, a not-for-profit organization affiliated with IUPUI and tasked to develop imaging applications for law enforcement and teach practitioners
- Principal Investigator of a \$400,000 project, funded by the National Institute of Justice, to evaluate and improve video surveillance technology for use in schools
- Principal Investigator, Congressional Earmark for \$200,000 to upgrade teaching and research capabilities.
- Principal Investigator, Congressional Earmark for \$500,000 to establish a new Center in Indiana and test new technologies in forensic science
- Managed a program to develop, design and install imaging systems in 9 crime labs in Indiana
- Manager of domestic violence investigation improvement program: involved 12 police departments and prosecutors in two counties

EASTMAN KODAK COMPANY Rochester, New York 1963 - 1997

Marketing Manager, Law Enforcement Markets 1994 - 1997

- Established a complete organization, including sales force, advertising, and product planning and Development
- Developed segment marketing program designed to increase market share and increase breadth of product offerings.
- Developed and implemented a program for an investigator's information system gained significant market acceptance, worldwide.

Special Advisor to the Mayor, Kodak Executive on Loan 1992 - 1993
City of Indianapolis / Marion County Indianapolis, Indiana

- Directed development and implementation of Total Quality Management Program, which trained over 400 employees and started more than 15 teams.
- Initiated review of City's copying and printing operations that led to out-sourcing of those functions and a 10% reduction in costs.
- Developed and proposed information system for Indianapolis Police Department designed to help reduce investigation time, increase conviction rate and reduce administrative costs.

HERBERT L. BLITZER, Resume, page #2

Director of Business Research Division & Strategic Planning, 1985 - 1992
Commercial Systems Group, Rochester, New York

- Participated on select team that created strategic plan, which led to a increase in cash flow of a few hundred million dollars per year
- Initiated and led staff development and marketing programs that increased capability and allowed outbidding consulting firms and ad-hoc staffs - increased division revenue five fold.
- Developed plan and conducted early acquisition negotiations that created a \$100 million per year business unit, the Software Systems Division.
- Participated on a team, which created advertising program to support new ventures in electronic imaging products with over \$500 million in annual sales.
- Reorganized Business Research operations in Europe and Japan to reduce response time by weeks and costs by more than \$3 million per year.
- Created business plan for electronic products for Japan, but determined technology deficiencies would limit success -- prevented a potential \$30 million investment that would have failed.
- Served as customer and industry advocate on the Group Management Council that enabled the \$4.5 billion per year Group to be more responsive to external issues.

Director of Market Intelligence, 1983 - 1985
Business Systems Markets Division Rochester, New York

- Managed department that supplied required industry and market information to upgrade and expand product lines that resulted in 10% annual growth.
- Discovered technical shortcomings, determined market impact, and recommended revisions to a \$100 million new product development program. Program was halted.
- Developed and implemented a Customer Satisfaction Measurement program, used by Customer Equipment Service to reduce costs by 10% for 12 consecutive years.

Director of Standards and Methodology, Market Intelligence Division 1980 - 1983

- Developed market research methods for difficult issues and consulted with various Market Intelligence operating units.

Supervisor of Equipment and Testing Section, Film Manufacturing 1976 - 1980

- Supervised an 85 person department that developed, maintained, and operated test equipment, and supported statistical analysis of results

Managing Engineer for Electrophotographic Film, Film Manufacturing 1972 - 1976

- Managed a department and led a multi-departmental effort to develop the photoconductor used in the Kodak copiers introduced in 1976

R & D Program Coordinator, Electrophotographic Color Prints 1969 - 1972

- Coordinated efforts across several departments to develop machinery and systems to needed to produce consumer color prints using electrophotography
- Developed mathematical models to describe the performance of corona charging devices used in electrophotography
- Developed mathematical models and apparatus to measure electrical characteristics of electrophotographic films, including charging and photo-discharging

Visiting Engineer, Kodak Research Laboratories

1967 - 1969

- Organized efforts to create labs and programs to take basic research in electrophotography towards definition of specific products
- Developed a statistical formula to maximize the use of limited samples by optimizing on the basis of greatest significance instead of least squares

Group Leader, Motion Picture Sound Laboratories

1965 - 1967

- Managed operations in the motion picture sound laboratories of a product development division

Photographic Engineer, Professional Motion Pictures Section

1963 – 1965

William E. Simon Graduate School of Business Administration, University of Rochester,

Rochester, New York

1984 - 1992

Instructor

1984 - 1992

- Developed and taught undergraduate course; "Principles of Marketing"
- Developed and taught MBA courses; "Principles of Marketing", and "Problems in Marketing"
- Received Dean's Commendation for excellent student ratings.

EDUCATION / TRAINING

Masters in Business Administration, 1979, William E. Simon Graduate School of Business Administration, University of Rochester, Rochester New York

Bachelor of Arts, With Honors in Physics, 1963, Clark University, Worcester, Massachusetts (Honors project: Design and Construct an NMR Spectrometer, for use in undergraduate lab exercises)

Many specific training classes in technology, supervision, legal and law-enforcement issues, and financial products and programs

PATENTS

- Apparatus for Automatic Control of Replenishment of Electrophotographic Developer Station, 1976.
- Apparatus for Automatic Removal of Silver from Photographic Fixing Solutions, 1967.

PROFESSIONAL STANDINGS

- Expert witness in digital imaging, Common Pleas Court of Montgomery County, Ohio; 1999 State v Doyle Allen, 98-CR-4745
- Expert witness in traditional photography, Civil Litigation, January 2003

Addendum to Resume Herbert L. Blitzer

PROFESSIONAL SOCIETIES and COMMUNITY SERVICES

Member of the In-Car Video Requirements Committee sponsored by the International Association of Chiefs of Police
Member of the Indiana Department of Homeland Security Academic Advisory Committee
Member of the Technical Working Group on Sensors and Surveillance of the National Institute of Justice
Affiliate Member, American Academy of Forensic Sciences
Associate Member of the International Association for Identification
Member of the Scientific Working Group on Imaging Technology of Federal Bureau of Investigation,
Served on the Executive Committee 2001 - 2006
Associate Member of the International Association of Chiefs of Police
External Advisory Board, A.C. Nielsen Center for Marketing Research, University of Wisconsin at Madison. 1987 - 1991
Marketing Science Institute, member of Industrial Marketing Steering Committee 1980 - 1991
The Institute of Management Science, President of the College on Marketing 1986 - '87
Town of Brighton, New York, various committees and leadership positions in municipal and county political parties 1975-1980.
"Marketing Science Journal", Board of Industry Commentators, 1984 -- 1987
"Journal of Personal Selling and Sales Force Management", auxiliary editor, 1986 -- 1988
Instructor, "The Role of Minorities in Local Politics", a short course offered to inner city residents by the Rochester Institute of Technology, 1976, 1977.
Society of Motion Picture and Television Engineers. 1964 - 1970
Sigma Pi Sigma, Physics National Honor Society.

SPEAKING ENGAGEMENTS & PUBLICATIONS

"To Compress or Not to Compress", an article for publication in Law Enforcement Technology magazine, July 2004
Author of a chapter on photography for the Encyclopedia of Forensic and Legal Medicine, published 2005 by Academic Press/Elsevier
"Four-Thirds Lens Digital Camera Standard: Purchase or Pass", an article published in Law Enforcement Technology, June 2003
"Choosing the Right Digital Camera for the Job", an article published in Law Enforcement Technology, June 2002
Digital Forensic Imaging, a book with Jack Jacobia, Academic Press, ISBN 0-12-106411-5
"Trials & Tribulations", a presentation regarding trial usage of imaging, with Richard Kammen, Esq. Charleston, West Virginia, International Educational Conference of IAI, June 2000
"Digital Imaging – Do it, but Do It Right", Publication in Law Enforcement Technology, February, 2000
Invited speaker, Indiana Prosecuting Attorney's Council, "Use of Digital Images in Court", December, 1999, Indianapolis, IN
"New Process for Investigation of Domestic Violence", with Dr. Crystal Garcia and Amy Leitch, Esq. IAI International Educational Conference, Milwaukee, WI, July 1999
Invited speaker, U.S. Attorney's Office, Southern District of Indiana, "Imaging Technology in Law Enforcement, Spet. 1998, Bloomington, IN
"Improved Investigations of Domestic Violence Incidents", a poster presented at the FBI seminar on digital imaging, May, 1997, Las Vegas, NV
"Options in Law Enforcement Imaging", invited speaker, at the Dual Use and Applications Conference in Syracuse, NY, May 1996, Sponsored by the IEEE and the Rome National Laboratories, and at the Conference on Crime Justice and Public Order" in Dublin, Ireland, June 1996, sponsored by the John Jay College and the Garda Siochana.
"How to Select the Right Imaging Technology", Publication in Law Enforcement Technology, November 1995, Vol 22, Num 11

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"Ensure Admissibility of Digital Images", with Richard Kammen, Publication in The Indiana Lawyer, November 1995, V 6, N 15

Invited speaker, Asian Organized Crime Conference, "Choosing Imaging Technology for Various Law Enforcement Applications", Boston, Ma, February 1995

Panelist, "Law Enforcement Technology for 21st Century", National Institute of Justice, Washington DC, May 1994 and May 1995.

"Business to Business Advertising, Theory and Practice", invited faculty seminar, Indiana University, 3/1992

"Overview of U.S. Market Research Strategies", and "Implementation of Quality Programs" for potential foreign investors, PSI Energy/Campbell Communications, Indiana, 1991.

"Business to Business Advertising, Theory and Practice", invited lecture at the Krannert School of Business at Purdue University, 1991

"Marketing is Now Spelled SATISFACTION", invited address at the 30th Anniversary Meeting of the Board of Trustees of the Marketing Science Institute, 1991

"Managing Infrastructure Costs", an ad-hoc think tank session organized by the Wharton School SEI Center for Advanced Studies in Management, Univ. of Pennsylvania, 1991.

"Advertising and the King of the Hill Model of Consumer Choice" invited presentation to J. Walter Thompson Company, New York City,. 1990.

"A New View of Purchase Protocols and the Effects on Advertising" Marketing Science Conference, Duke University, 1989.

"Aspects of International Marketing", guest lecturer at classes at:

The MIT Sloan School of Management, 1986, 1987, 1988, and Yale University, 1986, 1987, and Tokyo University, 1988

"Industry Structure in Japan, an Economic Basis", with Anne Coughlan of Northwestern University, The Institute of Management Science, University of Texas at Dallas, 1986

"Demand Curves Revisited", Northwestern University, 1986

"The Market Basket Technique", with Subrata Sen of Yale Univ., The Institute of Management Science, New York University, 1981

Book citations: Barabba & Zaltman, The Voice of the Market, and Urban & Star, Advanced Marketing Strategy