

## **Bob Beth**

Adventurer, Tech Entrepreneur, and  
Advocate for Individual, Holistic Social Change

Bob Beth is an *uomo universale* with highly varied interests and experiences – from studying psychology and spirituality to sailing and exploring the remote islands of the South Pacific.

His career long focus has been the field of software application development and more specifically application development productivity. Interestingly, while the artifacts of Bob's contributions appear to be technological, the seminal underpinnings are based on a deep understanding of effective communication among people with different worldviews. In his own words:

“I like to think of myself first and foremost as an explorer and outdoorsman, and I try to bring this sense of adventure and respect for diverse viewpoints to my entrepreneurial activities.”

He has immersed himself extensively in a broad range of cultures by spending seasons in geographies as ancient and diverse as the islands of the South Pacific, Peru, including the headwaters of the Amazon, Brazil, and Egypt, as well as in the commercial centers of the Americas, Europe, and Australia. He has climbed the steps of antiquity in Egypt, the Yucatan, Tenochtitlan, Machu Pichu, Rome, Athens, and Delos.

Bob learned to sail when he was five years old, and has not been without a sailboat since age fourteen. During the last decade he's spent a chunk of the summer and winter sailing the South Pacific on the stunning Campers & Nicholson 58 foot ketch - "Mustang". see [www.YachtMustang.org](http://www.YachtMustang.org)

As an entrepreneur, he has run his own technology businesses since his college days at the University of California, Berkeley, where he received his degree in Economics. His key area of contribution to the art and science of software development is to so simplify the process of creating applications that someday everyone can do it - not just programmers.

In 1974, he taught himself to program, and within six months of doing so, developed a sophisticated and flexible code generator that produced a user-friendly interface for business programs in an era of one-line displays and 32k of memory.

Bob brings two disciplines to his career focus: 1) a thorough understanding of business strategy and operations, and 2) an intimate, now thirty-five year involvement with application development processes and technologies. He has a life long commitment to on-going self-education, and as an avid reader, voraciously consumes relevant human potential movement, organizational leadership, and technology literature and creates the circumstances to apply and assess what works and what doesn't.

When necessity requires, Bob invents. Otherwise, he keeps an alert eye on the best offerings of others, and has a practice of early-adoption of application development tools dating back to 1978 when Hewlett-Packard innovated with a

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suite of such tools on the HP250, a pre-cursor to PC's, which included database schema, interrupt-driven forms and report writing.

It is no surprise then, that in 1989, he was quick to adopt NeXT Computer's (created by Steve Jobs during the interregnum at Apple) truly breakthrough object-oriented, software development platform that enabled a small team of exceptional engineers to implement Bob's vision for something completely new. After several years of software development and against the adversity of marketplace ignorance of the value of the platform, the team had the beginnings of a software innovation that would eventually enable "sponsor-driven design".

Bob understands businesses from large to small based on a wellspring of deep and continuous involvement. He grew up working in a family business, where he started posting accounting ledgers at age fourteen and re-engineered the entire financial operation by introducing effective business applications – ones that he authored – all before finishing college.

He has run his own software-related businesses since college. He believes that innovative software development occurs more reliably with single digit teams, and has chosen this path to stay close to the art and science of software development. From this vantage point, he has worked closely with and is highly respected in a range of organizations, from recognized names such as Apple, Cellular One, City of Hope National Medical Center, FannieMae, HP, NeXT, Macy's, MCI, Motorola, Prime Computer, Sun, Swiss Bank, USAF/National Reconnaissance Office, ... to numerous mid-sized and smaller companies as well as start-ups.

In 2005, Bob's focused shifted from enterprise computing to consumer applications for the Internet when he co-founded a new media company. As CEO of VizzVox, he lead a world-class team that invented a new compound digital media type that enables individuals - novices and professionals alike - to create stunning cinematic shows where the effect is close to that of a professional video, while the effort is minimal and the skill required is within the grasp of every consumer. The shows can be created collaboratively anywhere / anytime on the web.

Perhaps closest to Bob's heart is his commitment to individual-based, holistic social change. Bob believes that our world is best served when each of us looks deeply inside to find our unique path, our unique contribution to the world. He believes that global change blossoms and flowers when each of us brings a positive, respectful attitude to every interaction – with nature and with each other.

Toward this end, he is now focused on leading the development and marketing of mobile apps that access libraries of ancient and contemporary self-exploration and self-improvement teachings (see [www.TimeToArise.com](http://www.TimeToArise.com)), including producing the Don't Sweat Meditation app based on the Don't Sweat the Small Stuff books series which sold over 25 million copies.