

HERBERT L. BLITZER

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Indianapolis, IN 46220

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EXPERIENCE / ACHIEVEMENTS

INSTITUTE FOR FORENSIC IMAGING, Inc. 2000 - Present

INDIANA UNIVERSITY-PURDUE UNIVERSITY, INDIANAPOLIS 1997 - 2000

Visiting Professor of Physics and Forensic Science, IUPUI 2004 - Present

Executive Director, Institute for Forensic Imaging 1997 - Present

- 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
- Raised seed capital of over \$900 K in cash and in-kind grants.
- Principal Investigator of a \$700 K program to develop, design and install imaging systems in 15 crime labs in Indiana. Program also included 4 years of system maintenance
- Manager of \$135 K domestic violence investigation improvement program, which involves 12 police departments and prosecutors in two counties, completed in September 2000
- 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, completed December 2001
- Awarded a Congressional Earmark for \$200,000 to upgrade teaching and research capabilities.
- Awarded a Congressional Earmark for \$500,000 to create the Criminal Justice Imaging Response Center along with other development projects.
- Awarded a grant from the National Institute of Justice to provide technical support to the International Association of Chiefs of Police on in-car video systems
- Developed testing regime for certification of in-car digital video systems and established a testing laboratory to test systems proposed for such use.

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.

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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 an increase in cash flow in excess of \$500 M per year.
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- 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 cut 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 universities and other Market Intelligence operating units.

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

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

Chief 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

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

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 - 1991

Instructor 1984 - 1991

- 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 (Individual project was to find a means to deal with sampling issues as they affect the ability to use statistical inference tools)

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 Ions from Photographic Fixing Solutions, 1967.
- Scanning System and Techniques for Medical and/or Forensic Assessments, Application Filed 2007

PROFESSIONAL STANDINGS

- Expert witness in digital imaging, Common Pleas Court of Montgomery County, Ohio; 1999
State v Doyle Allen, 98-CR-4745
- Member of several professional societies, see addendum

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PROFESSIONAL SOCIETIES and COMMUNITY SERVICES

- Associate member, American Academy of Forensic Science
- Member of the Video for Law Enforcement Advisory Committee of the International Association of Chiefs of Police
- Member of the Sensors & Surveillance Technical Working Group of the National Institute of Justice
- Member of the Steering Committee and executive director of the Indiana Forensic Science Initiative
- Associate member of the International Association for Identification
- Member of the Scientific Working Group on Imaging Technology of Federal Bureau of Investigation, serving on the Executive Committee
- 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, 1986 -- 1992
- Marketing Science Institute, member of Industrial Marketing Steering Committee. 1985 -- 1992
- The Institute of Management Science, President, 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", aux. editor, 1986 – '88
- 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.
- Sigma Pi Sigma, Physics National Honor Society.

SPEAKING ENGAGEMENTS & PUBLICATIONS

Law Enforcement Related

- “Understanding Forensic Digital Imaging”, a book with Huang & Stein Ferguson, Elsevier/Academic Press, August 2008, ISBN 978-0-12-370451-1
- “Lighting Conditions at a Police Traffic Stop”, a presentation to the American Academy of Forensic Sciences, February 2008
- “Effect of Photographic Technology on Examination of Footwear Impressions”, by Blitzer, Hammer, and Jacobia, Journal of Forensic Identification, Vol 57, No 5, Sept/Oct 2007
- “Integrity of Digital Photographic Files”, a presentation to the American Academy of Forensic Sciences, February 2007
- “Four-Thirds Digital Camera Standard”, an article published in Law Enforcement Technology magazine, June 2003
- “Choosing a Digital Camera to Meet Job Requirements”, an article published in Law Enforcement Technology magazine, June 2002.

- “Forensic Digital Imaging & Photography”, a book with Jack Jacobia, Academic Press, ISBN 0-12-106411-5, January 2002
- “A Picture Says It All” an article published in Law Enforcement Technology magazine, with Crystal Garcia & Amy Leitch, June 2000
- “Creating the Digital Image SOP”, article published in Law Enforcement Technology magazine, June 2000
- “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

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- 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, Sept. 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 An Garda Siochana.
- “How to Select the Right Imaging Technology”, Publication in Law Enforcement Technology, November 1995, Vol 22, Num 11
- “Ensure Admissibility of Digital Images”, 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 & Marketing Related

- "Business to Business Advertising, Theory and Practice", invited faculty seminar, Indiana University, Bloomington, IN 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, 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

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Technical & Other

- "Mathematical Models and Test Equipment for Measurement of Photoconductor Capacitance and Leakage Current", an internal Kodak "A" Report. 1975
- "Current Based Model for Carona Charger Performance", an internal Kodak "A" report, 1974
- "A Mathematical Model Describing the Transfer Function of Photoconductor Films", an internal Kodak "B" report, 1974
- "A P-N Junction Model for the Behavior of Aggregate Photoconductors", an internal Kodak "A" report, 1973
- "Regression Analysis Method Based on Data Confidence", an internal Kodak "A" report, 1973
- "Apparatus for Measuring Levels of Dirt Specks on Motion Picture Film", an internal Kodak "B" report, 1965
- "The 'Wringer-Sling Squeegee', a Passive Device for Removing Liquids from Moving Film Webs During Processing", an internal Kodak "B" report, 1964