
Peter Sneesby

Resume

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Summary

Senior professional with over 25 years experience in all aspects of television, media and related technologies. Particular strengths include:

- Engineering and technical management across a variety of disciplines
- Project management – encompassing project delivery and support
- Communication – including training, presentations and public speaking
- Ability to liaise effectively with technical and non-technical people
- Thorough knowledge and understanding of broadcast technologies
- Solid IT background, particularly Linux (UNIX), networking and web technologies
- Ability to adapt and rapidly learn new technologies and methods

Major Achievements

Projects

- Led the Australian technical team responsible for the design and installation of the Conditional Access (CA) components for the Foxtel cable Pay TV system, resulting in a successful on-time launch.
- Established new Set Top Unit (STU) lab facility for Foxtel, designing test facilities which allowed STU development to continue concurrently with the construction of the broadcast centre.
- Developed the specifications for the Foxtel digital STU, and directed the tender process from documentation through to vendor selection. Oversaw the development of the digital STU culminating in the launch of the Foxtel Digital Pay TV platform, on schedule.
- Managed the development of the Foxtel “iQ” (PVR) STU, leading to on-time product launch.
- Responsible for the development, testing and seamless deployment of software upgrades to the Foxtel legacy satellite STU population base, to ensure uninterrupted operation during the introduction of the new Foxtel digital system.
- Negotiated the relocation of several analog TV broadcast services for commercial broadcasters, to allow for the launch of digital terrestrial television broadcasting.
- Conducted successful benchmark testing of the first Unix-based real-time wagering system (for VicTAB).

Products

- Developed software specification for Foxtel remote controls (standard and PVR) which included specific capabilities for emerging Foxtel interactive applications, in addition to universal libraries and learning capability.
- Key member of the software design team responsible for developing the first laser printer to be manufactured in Australia.

Processes

- Established the technical support operations for NDS in Australia, including facilities, staff recruitment, and the design and implementation of maintenance systems and procedures for regional clients.
- Responsible for maintaining regulatory compliance documentation for Foxtel consumer products. This involved educating overseas manufacturers in the requirements of the Australian regulatory environment.
- Designed and built linux-based remote monitoring and analysis hardware & software system for field trials of the Foxtel Transparent Digital Transmodulator system.

People

- Recruited and managed the NDS support staff for the Foxtel “CA gateway”. This team was based in Melbourne and managed from Sydney, with the responsibility of providing 24/7 operational support to Telstra’s Australia-wide Foxtel cable network operations.
- Remotely managed NDS’ CA support team, located in Hong Kong as part of the Star-TV digital satellite service.
- Established a volunteer-based multi-camera community television production facility, including training and development of camera operators, technical directors and editors.

Presentations

- Delivered technical presentations to a range of audiences. Frequently commended for ability to explain advanced technical concepts to a non-technical audience.

Career Summary

2002 – 2007	Foxtel Management Pty Ltd - CE Product Manager; Customer Equipment Manager
2000 – 2002	ntl Australia Pty Ltd - Business Development Manager (Television); Business Development Manager (Digital Systems)
1993 – 2000	NDS Asia Pacific (originally News Datacom) - Regional Operations Manager; Technical & Operations Manager; Technical Manager Asia Pacific
1989 – 1993	Concurrent Computer Corporation (Australia) Pty Ltd - Senior Pre-Sales Support Analyst
1988 – 1989	EXOR Research Pty Ltd - Software Development Manager
1985 – 1988	Impact Systems Limited - Software Development Manager
1982 – 1985	Micropro Design Pty Ltd - Senior Development Engineer; Development Engineer

Education

1993	MBA (Master of Business Administration) Macquarie Graduate School of Management
1985	BE (Electrical Engineering) University of New South Wales
	Management Development Program Australian Institute of Management