

## **Dr David Kyte – Biography**

I am currently a Search Engine specialist helping companies raise their keyword ranking in the search engines such as Google, Yahoo and MSN. I also develop content membership websites currently using the Drupal framework.

I am a Physicist by education. My research area was imaging technologies including MRI, PET, CAT and Eddy Current Tomography. I studied at the Surrey University from 1977 to 1985. My main goal during my PhD was to acquire computer skills. In the early 80's the only way into the computer industry was with experience, and the main route to experience was from within the industry. The only real alternative was in the Universities.

I wrote my first program on a Nova computer in 1977 – a multi user system with 8k of iron core memory serving 10 people. My first program calculated biorhythms and was written in Basic.

After my first degree I spent 5 months manufacturing Gallium Arsenide transistors for Plessey. During this time I decided that my future was in computer systems.

In 1980 – my Dad bought an Apple II computer. One of my hardware design projects physically blew one of the apple chips 6 feet across the room.

My passion during the 80's was for microprocessor based systems – I designed and hand built 68000, 6502, 8052, and 80c552 based microcontrollers. When my wife described me as a “lick it and stick it computer man” – I was a little offended. The next morning, looking at the Video board I had designed with 4 chips stuck one on top of another and bent legs connected by flying leads to debug the card – I had realised that she was absolutely right. My motto at the time was “keep going until it works”.

A list of a few of the hardware and software projects I was involved in include

- MRI body scanner simulator
- MRI data acquisition system
- MRI controller system
- MRI Real Time Image Display
- MRI vector processor using Digital Signal Processors
- News Messaging system for Reuters
- Ground Probing Radar (Pipe Locator) for the New York Gas Company
- Pipe silting detector for BP
- Monitoring network for INMARSAT's aero system
- Satellite Communications DSP system for the University of Surrey
- 1200 Line Fax Broadcasting System for Checkit
- Real time report generator, billing and fax back service for Checkit
- Real time business data counter for Promote It
- Printer Port Sharing for Rank Xerox
- Real time Extrusion controller for Infra Red Technologies
- Microcontroller evaluation Board for Philips
- Interactive Voice Response system for Checkit
- Web based Text broadcasting system for Promote It
- Web based voice broadcasting system for Promote It
- Newsletter broadcasting system for Promote It
- Web Portal for Parelli
- On line Credit system for Checkit

I have been involved in all aspects of the computer business from hardware specification, design, building and testing to designing and implementing networks and databases systems.

My main forte is software – programming and operating systems. I have written significant programs in Fortran, c, pascal, forth, assembler, visual basic, sql, perl, php, and python. Python and Perl are currently the languages of choice.

Since I tend to get involved with whole system design, I had to evaluate the performance, services and reliability of different operating systems. I started using Unix in 1982 and have followed all the Microsoft operating systems from Windows 1.0.

In 1992 I started playing with a project called Linux. I have used Linux heavily in my remote systems – Australia, USA, Newport, Cardiff, London, etc. This was particularly challenging at this time as no networking code was included in the Kernel.

I built my first Web site in 1994 – I had to install a Web Server on my own system to deliver these pages as no commercial offerings were available at this time. In 1995 I set-up my first Intranet using a mixture of Windows 3.1 and Linux servers.

I started my first business in 1987 (Micro AMPS Ltd) offering hardware and software consultancy. During the 90's I create several start-up companies with my brother Mike. They ranged from Credit Checking (Checkit (UK) Ltd ) to Fax Broadcasting (Faxit ). During the late 90s, Checkit delivered a significant portion of its inventory over the net. It had registered over 45,000 customers using primarily fax broadcasting as it's marketing medium. Checkit was sold to ICC Ltd and is still an established brand in the industry. The Checkit interactive voice response system is still running 12 years on – it is based on Windows 3.1 and Visual Basic 3.0.

Our need to acquire new customers led us to develop a fax broadcasting system. Faxit evolved as a result of our own marketing needs. Faxit became Promote It as we added additional services to the company such as business data.

During the early 2000's Mike and I became involved in a natural horse training business – called Parelli. We switched the business model from product sales to a membership subscription. At its peak we had 7,500 members paying £15 per month to access our web portal. We sold our shares in the business to a French Billionaire.

Recently Mike and I have been involved in the property sector. We are currently trying to build flats in Milton Keynes. In 2006 we also started a company called Repossession Angels [RA]. This company sources motivated seller leads on behalf of it's members.

As part of RA's national advertising campaign, we instigated an Adwords campaign. Later we switched our focus towards organic search.

Throughout my technical career I have studied marketing – due to the need to source new customers. The marketing varies greatly from simple fax broadcast to horse demo's and 2000 people horse conferences.

Each business has its own marketing approach. Common to all these businesses is a need to generate traffic to websites. Recently my focus has been on natural search, tracking, generating traffic and conversion.

The lessons learned have been incorporated into a workshop.

I am and probably always will be a computer Geek/Anorak. The only non-technical books I read tends to be Harry Potter – what will I do when the the last one is written in the summer of 2007.

I do have a life outside IT – I play classical Guitar, Golf, Sail and run. I am just about to attempt my first marathon. On top of that I am a school governor and chairman of my sons Ice Hockey Club.

Oh and I regularly walk my Chocolate Labrador – Maisie.

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