

# J. Ferguson *"Phoenix"*

*Technology Strategy, Systems Architecture & Immersive Experience Leader*

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## 01 PROFILE

Independent technologist and founder with *twenty-five years* in the field, the last twenty running his own consultancy. Translates ambiguous, unscoped problems into working systems across infrastructure architecture, connected physical–digital experiences, AI-assisted production, and multi-industry client work. Co-founded a wireless ISP in remote Alaska in 2005 that has operated continuously for more than twenty years. Builds and ships in immersive/XR, AI tooling, systems architecture, and partnership development — often several of those at once, for the same client relationship.

## 02 EXPERIENCE

### Founder & Principal — Ferguson & Associates

2007 – PRESENT

#### TECHNOLOGY ARCHITECTURE, ENGINEERING & CREATIVE PRACTICE

- Independent consultancy delivering systems architecture, network infrastructure, and physical–digital integration for clients across hospitality, maritime, and small business — scoping engagements from discovery through deployment and ongoing operations.
- Designed and deployed wired/wireless network infrastructure (802.11, licensed/unlicensed backhaul, Starlink/Iridium satellite) for clients with unreliable or absent terrestrial connectivity; built content-digitization pipelines converting physical assets into 3D models and digital twins; integrated POS/inventory systems; deployed and administered server, virtualization, and VoIP infrastructure.
- Since 2024, scaled into an AI-assisted client practice: **sixty-plus concept and pitch-document packages** across eleven sectors — senior living, film & TV, nonprofit governance, advanced materials, aerospace, smart textiles, protective equipment, RF/secure comms, cultural institutions, healthcare, and developer/CRM platforms.

### Independent Technology & Strategy Consultant / Board Advisor

2015 – PRESENT

#### PRIVATE ENGAGEMENTS

- Advise founders on technology architecture, digital–physical integration, and strategic-partnership structure; serve on private-company boards. Led a capital-raising initiative for an aerospace-sector client through to a successful close. Structured IP-licensing pathways across marine and aerospace sectors.

## Fractional CTO / CISO & Lead Technologist — Ferguson Family Marine & Design

2007 – 2023

### Operations

ALEXANDER MARINE · OCEAN ALEXANDER · TECNOMAR · ITALIAN SEA GROUP · SALLY J INTERIORS

- Primary technologist supporting a family yacht-industry operation, including East Coast commissioning and delivery on a custom yacht built at Christensen Shipyard under a joint venture between Ocean Alexander and Christensen Yachts; a year-long deal-brokering and representation role with Tecnomar, Admiral, and The Italian Sea Group (2018–2019); and Sally J Interiors' interior-design practice. Signed 2016 recommendation on file from a marine-industry executive reference.
- Held a fractional CTO/CISO role at JAF Consulting LLC (2018–2019), a yacht sales and brokerage entity, supporting its principal's Nuovi Cantieri Apuania (Admiral yacht brand) sales-consultant engagement and an Ocean Alexander listing-broker sale.

## Founder, Chief Technology Officer & Head of R&D — OptimERA, Inc.

2005 – 2006

WIRELESS ISP — UNALASKA / DUTCH HARBOR, ALASKA

- Co-founded and led technical architecture for a wireless ISP serving a remote Bering Sea community with no terrestrial fiber — authored the business plan, built the early technical/web infrastructure, ran R&D. **Still operating more than twenty years later**, now partnered with SES Networks and Starlink.

## Founder & Regional Director — METABURN / The Bridge Experience

2020 – PRESENT

A RECOGNIZED UNIVERSE OF THE 2020 BURNING MAN MULTIVERSE

- Founded and directed a free, browser-based, no-download 3D immersive XR experience, held under a Virtual Experience License Agreement executed directly with Burning Man Project. Independently corroborated by Burning Man's own Journal and public production credits naming "Jeffery Ferguson (Phoenix)" alongside XR Labs as a Meta Burn producer.
- Directed concept through live delivery on a \$16,500 budget across an 80-day window — platform licensing, agreements, scheduling, camp programming, and volunteer coordination.

## Interim CTO — Luminous Lotus Temple

2021

OFFICIAL VIRTUAL BURNING MAN EXPERIENCE

- Led 3D environment integration and blockchain/NFT asset development for the official 2021 virtual Temple, alongside the experience's creator-producer.

## Founder — KO-STARS Agency

2017 – PRESENT

MIXED-REALITY CUSTOMER ENGAGEMENT

- Mixed-reality and metaverse customer-engagement concepts for hospitality and retail, blending AR/AV layers into physical environments. Ongoing animation/graphics collaboration with an animation studio since 2015.

## Contractor, then Live Operations Administrator — Microsoft

2002 – 2004

XBOX · ASHERON'S CALL I & II — BELLEVUE, WA

- Microsoft-paid contractor on Xbox, then administered live operations for two persistent MMO worlds during their commercial peak — incident handling and in-world administration for a continuously running 24/7 service.

## 03 CAPABILITIES

### STRATEGY & DELIVERY

Discovery & scoping, SOW definition, technical due diligence, roadmap and delivery under budget/schedule constraint, vendor and partner coordination

### AI INTEGRATION

Self-hosted local inference (Ollama/ROCm, llama.cpp), ComfyUI/Stable Diffusion, published Deforum/ControlNet pipelines (GitHub, 2023), LLM workflow integration, AI-assisted production at volume

CONNECTED SYSTEMS

POS & inventory integration, sensor-driven systems, digital twins, BIM/AEC, physical-digital experience layers

IMMERSIVE & WEB

WebXR, browser-based 3D delivery, AR/VR/XR concepting, projection mapping, 3D asset pipelines

LEADERSHIP

135-person event/camp leadership with a 35-volunteer core, operations management, distributed-team coordination

INFRASTRUCTURE

802.11 a–ax, licensed/unlicensed & satellite backhaul (Starlink, Iridium), MikroTik, Microsoft Server, VMware, Asterisk VoIP, Cloudflare Workers/D1/R2

PARTNERSHIPS & CAPITAL

Strategic-partnership & IP-licensing structuring, capital-raise facilitation, board advisory, investor-materials development

SECURITY & GOVERNMENT

DEF CON 2018 CTF placement (OSINT/HUMINT/SIGINT), Black Hat USA 2018, active SAM.gov registrant

04 CLIENT SECTORS & EDUCATION

Client engagements (under confidentiality, by sector): senior living & adaptive reuse · independent film & TV · nonprofit formation & governance · advanced materials & cleantech · aerospace · smart textiles & wearables · protective equipment & safety · RF detection & secure communications · botanical & cultural institutions · healthcare experience · developer services & CRM platform.

**Education & Certification:** *New Horizons Regional Education Centers — MCSE, MCP, CompTIA A+, Network+ (1999) · Bellevue College coursework (Computer Science, Business) · Harvard Extension School — Communications & PR Strategy (online) · MikroTik Wireless · Wilderness First Responder · CPR.* **References:** *available on request.*