

# Dorothy.com and Saber Seven Hires Jim Anderson as CTO to Lead Development of Next-Generation Search Technology

Press Release — February 23, 2009

– About.com co-founder tasked with delivering robust online platform to deliver the content, connections and communications around whatever you dream –

In 1996, Jim Anderson started training a computer he named Vicki how to think like a human – and now twelve years later he is integrating those concepts into the offerings at Dorothy.com and Saber Seven. Today, we are doing things with technology that most would have never dreamed back when Jim first put Vicki to work.

As Saber Seven's Chief Technology Officer Jim leads the companies search, content delivery, mobile, and social strategies as well as technological vision. The mixture of his experience, with leading advances in Artificial Intelligence, Natural Language Processing, Machine Learning Technologies, and his hundreds of patents have all been fertile training for his new challenge – creating Dorothy.com as the premiere web destination.

While in his teens, Jim was working on early versions of speech recognition at IBM. He was one of the first to develop personalization within web technology and, after serving as a key developer at the early consumer online service Prodigy, Jim went on to become a founder and played a key role in the growth of the Internet company About.com.

“The appointment of Jim to the CTO position fills an important and strategic leadership role in the company. He has an extraordinary reputation as a strategic thinker specifically within search and mobile and has an intuitive grasp for how new and existing technologies can address the needs of our consumer and industries,” says Jordan English Gross, COO and Founder of Dorothy.com and Saber Seven. “I am confident that his vision and unique skill set of developing personalization within web technology will keep us delivering the best content around the things that matter to people most.”

“The decision to be involved with Dorothy.com and Saber Seven was an easy one because they understand that the best way to predict the future of technology is to grab it and drive it,” said Jim Anderson, CTO of Dorothy.com and Saber Seven. “The future of search is knowing what is really being asked, and how to match it accordingly. I'm making sure these key processes, and functionality are all integrated into the consumer experience to make sure we deliver the very best hyper-targeted content distribution through a variety of social tools.”

Most recently, Jim has emerged as a leader in mobile solutions utilizing VoIP over Satellite and holds patents on Secure SMS/MMS Messaging and Secure Mobile Commerce. Jim has also created a number of patented security related products including Secure ID Credentials, EvolvID, Predictive Risk Analysis for KYC solutions. Much of Jim's work has resulted in proprietary solutions in computing, security and telephony via his privately held companies, most notably Standard ID and Augment Communications.

Jim's unique thinking and innovative practices have lead him to create many solutions around a variety of areas including Artificial Intelligence, Machine Learning Technologies, Search, Security, Telecommunications, Social Networking, Software and Systems Architecture. Specifically, Jim has worked on intelligent systems and designs around the U.S. Patriot Act, KYC (Know Your Customer), and Anti-Money Laundering solutions. Jim is also a respected authority on Security, Terrorism and Counter Terrorism Solutions.

As an experienced lecturer, Jim frequently speaks on topics including Innovation, Entrepreneurship, Telecommunications and Networking, Artificial Intelligence/Machine Learning, Internet Security & Safety, Security, Mobile Technologies (including banking, security, commerce and next generation solutions), and Social Networking. He is a member of the AAI, ISSA, and an active participating advisor and Director of a number of companies. Additionally, Jim has dedicated his expertise to a number of worthy Non-Profit Organizations and educational institutions over the years including Syracuse University, Tufts University, Kids for World Health and the Guardian Angels whom recently honored Jim, along with Mayor Michael Bloomberg, as a 2008 Guardian Angel of the year for his work on Cyber Angels and Internet Safety.

For over 20 years Jim has been working on How to make a computer think and behave like a human. His systems try to make sense of the human gut instinct and how to apply that to a computer for reasoning. From the beginning, Jim has always wondered not just on how things work, but how they really worked. He loves a challenge and believes there is nothing that can't be done.

Jim resides in Westchester County with his wife Cathy and their three children and works out of Dorothy.com and Saber Seven's downtown Manhattan offices.

#### ABOUT DORTHY.COM

Dorothy.com is a new destination site that delivers the best content, communications, and connections around whatever you dream. The site reverses the search by filtering and focusing all the stuff available around your interests providing targeted information based on your distinct ideals and philosophies. Visit [www.dorothy.com](http://www.dorothy.com) to sign up for the exclusive private beta.

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