Bill Catchings

**Co-founder and Co-owner of Principled Technologies
Raleigh, North Carolina, USA**

Education
Columbia University, BS Computer Science
Columbia University, MS Computer Science

Professional Experience
Bill helped build Principled Technologies (PT) from 3 people working out of their homes to over 80 people in a 43,000-square-fooot facility that includes 2,000-square-feet of data center and a 2,000-square-foot audio and video studio. PT is a leading a technology assessment and marketing firm serving clients like Intel, Microsoft, Lenovo, Dell, and Cisco.

Background
Columbia University – software developer
Lehman Brothers – software developer
Data General – software developer
Freelance (independent) writer for many computer and technology publications
Ziff Davis – director of benchmark development
Principled Technologies – co-founder and co-owner

Accomplishments
Developed Kermit file transfer protocol used around the world (and even the solar system)
Co-wrote over 1,000 articles on a wide variety of computer and technology topics
Co-authored a book on Windows-based computer performance optimization
Directed the development of the world's leading benchmarks (Winstone, WebBench, NetBench, etc.)
Co-founded PT, an 80 +person technology marketing company
Directed the development of the community-based XPRT benchmarks

Author
Limit Your Greed – Put principles above money to build better businesses and a better world (and still make a profit)