

Technical and marketing communications

In his final position at Qantel, Bryce served as Manager of Technical and Marketing Services for 6 years. He supervised all of the company's technical writers, software instructors, marketing communications writers, and print buyers. He had recognized early on that customer communications was very important for the company, so he founded and served as the managing editor of "Up and Running" magazine for 6 years. This was a well-received quarterly magazine that featured articles about programming and system management, new product announcements, customer success stories, upcoming educational seminars and classes, employee profiles, and more.

When Bryce left Qantel in 1990, he immediately started working for Signature Systems in Foster City. Signature Systems was a small company that designed, built, and sold products for the emerging personal computer market. The owners of Signature had also worked at Qantel, and were the people who had managed the development of Qantel's operating system, programming language, and other software tools. Signature built several products that were compatible with Qantel's products (and later won a licensing agreement with Qantel).

Bryce was hired to lead Signature's technical and marketing communications effort. Under his marketing leadership, Signature went from approximately 500 customers to more than 20,000 users of Signature's Comet database and runtime software and Internet Basic programming language.

In addition, the company saw rapid growth of the number of dealers and third-party software developers who used Comet and Internet Basic to create numerous business application software products (everything from multi-user accounting systems to industry-specific software for wholesale distributors, retailers, law offices, process servers, building contractors, municipal governments, health and fitness clubs, golf and country clubs, convenience stores, and many more. In 1992, Bryce compiled a **200-page catalog** of business software applications that ran on Comet database and runtime system. This helped to propel Signature's growth during the 1990s.)

The birth of the Internet also gave many of Signature's dealers the opportunity to enter the world of online business applications. They created business-to-business (B2B), business-to-consumer (B2C), and government-to-citizen (G2C) software products using the Internet Basic language.

In addition to creating all of Signature's marketing materials, Bryce created and managed the company's web site, and wrote the technical documentation (printed and online) for Signature's products.

Bryce also trained Signature's dealers and developers. One of his top accomplishments was to create an online tutorial for the Internet Basic language. To do this, he wrote code – in Internet Basic, of course – to teach Internet Basic! He gave that code to the developers so they could study it and learn the language. If this sounds a bit "circular," it's because it is.

Working at Signature was always challenging and rewarding. Bryce stayed there for 14 years.