

CHIEF TECHNOLOGY OFFICER / DIRECTOR OF INFORMATION TECHNOLOGY

Exemplary record Leading Technical Operations, Global Infrastructure & Software Engineering

Accomplished business operations professional with a solid track record of success leading and driving operational and technical improvement. Unparalleled experience as software architect with substantive enterprise engineering experience. Craft high-performance teams and ensure significantly increased productivity, efficiency, and revenue generation. Expert in project management, best in class software applications, and slashing operational costs. Apply innovative processes and procedures to ensure seamless integration of project components from inception to close. Successful managing corporate infrastructures and establishing operating controls that facilitate smooth operations during periods of significant change and growth. Talent for making effective decisions and quickly revising tactics to achieve goals within aggressive time frames. Consistently meet or exceed expectations. Drive substantial improvements to technical operations to ensure corporate objectives are met. Build and manage sales funnels; and facilitate new business development. Strong practical experience augmented by high levels of education and technical abilities. **Core competencies include:**

Business Strategy & Planning
Project Management / Agile
Technical Oversight & Expertise
Policy & Procedure Analysis / Development

Exemplary Communication Skills
Contracts Negotiation & Administration
KPIs, SLAs, Benchmarking & Modeling
Budgeting, Forecasting & Cost Controls

PROFESSIONAL EXPERIENCE

Foureyes Labs, Atlanta, GA

2015 – 2018

Directed operations for this technology consulting firm focused on improving how businesses develop in the cloud by building Software as a Service (SaaS) solutions aimed to continually improve efficiency through effective processes.

Co-Founder / Managing Partner

Directed and built dozens of applications from single-user to multi-million-user scale for both small and large enterprise clients; and managed all corporate finances including taxes, budgets, cash flows, and the development of a financial model for budgeting and forecasting. Developed and implemented best practices, and processes and procedures both internally and externally. Performed technical due diligence on deals ranging from **\$100K to \$10M**. Clientele included: *Cox Automotive; Surefire Social; Pride Surveys; Naranga; ABACUS Insights; and Johnson & Johnson*. Defined architecture, built applications, managed development, and served as team lead and head architect with project-based development work for clients.

ACHIEVEMENT HIGHLIGHTS:

- **Increased company revenue by 300%** from \$200K to \$800K.
- **Achieved 20% success rate in program's first year. Designed and implemented rapid-development plan** with goal of testing revenue potential of one or more new products monthly.
- **Attained seven-figure contract to rebuild Manheim's Content Management System (CMS)** using Adobe Experience Manager. **Defined best practices** for its use and **implemented framework** enabling business to iterate up to **1000x times faster** for marketing initiatives.
- **Built and managed sales funnel** utilizing contacts and active outreach to potential clients.

SupPorter, Atlanta, GA

2018

Inherited primarily non-technical team in the political / non-profit fundraising space to assist with expanding their offerings into the distributed ledger arena.

Chief Technology Officer (CTO)

Built plan for integrations and development required to provide cryptocurrencies as a fundraising option. Developed technical team by hiring 6 developers and streamlined development process using Agile methodology.

ACHIEVEMENT HIGHLIGHTS:

- **Increased development output by >500%.**

Surefire Social / Promio

2016 – 2018

Surefire acquired Promio which was an ROI-based local marketing system designed to maximize returns and automatically optimize budgets across various marketing strategies.

Justin Michela

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CTO

Created and executed integration plan and managed priorities and resources to ensure deadline was met. Completed Promio integration ahead of schedule and within 9 months.

ACHIEVEMENT HIGHLIGHTS:

- **Increased performance realizing application load time by 10x over previous time.** Led architecture that became the “*face of the business*” within 6-month period.
- **Reduced total costs of the business by >50% through astute development and execution** of new product line delivering standardized version of services in greater automated fashion.
- **Drastically increased cash flows** by moving business from post-billing to pre-billing processes.
- **Designed 2-way integrations with 3 major digital advertising channels:** Google, Facebook, and Bing.

m2M Strategies, Buford, GA

2014 – 2015

Company dedicated to solving the unique problems of local marketing inherent to franchise systems.

CTO, 2014-2015 | Director of Technology, 2014

As *Chief Technology Officer*, directed product strategy through intensive market research and interactive customer analysis. Led 2 teams of 8 engineers; one that managed tech products while the other resolved problems or issues affecting daily operations of the business. Managed all clients and strategic request prioritizations across organization.

ACHIEVEMENT HIGHLIGHTS:

- **Slashed onboarding time** by a factor of 10; from 3-6 months to 1-2 weeks.
- **Implemented a queue-based load leveling communication system** to ensure high reliability and scale between 13 heavily utilized production systems.

As *Director of Technology*, managed technical team of 6 onsite developers. Implemented project management tools to increase team efficiency and track deadlines.

ACHIEVEMENT HIGHLIGHTS:

- **Architected integration between** GetOne and m2M's products into single product suite.
- **Coordinated consolidation of 3rd party mobile applications development** on back end.

GetOne Rewards, Atlanta, GA

2010 – 2014

Entrepreneurial start up using loyalty technology and automated marketing programs to increase revenue for small to mid-size businesses in the brick and mortar space. Member, GetOne Board of Directors, 2010-2014

President & CTO, 2012-2014 | Co-Founder & Lead Developer, 2010-2012

GetOne was sold to m2M strategies in 2014. Remained on board to facilitate integration of all systems, procedures, processes, and long-term strategies. As *President & CTO*, directed product strategy through competitive market analysis. Oversaw all technological decisions and implementations. Managed team of 8 developers; 5 onsite and 3 offshore.

ACHIEVEMENT HIGHLIGHTS:

- **Redesigned web architecture for scale** using Amazon's AWS cloud infrastructure.
- **Negotiated and executed funding contracts** for Series A & B investment rounds.
- **Managed 3rd party mobile applications development** for Android and iOS operating systems.
- **Contributed to ongoing business plan and strategy** for company.

As *Co-founder & Lead Developer*, managed technologically-based business decisions for company. Assured simple integration of team members' products. Contributed to original business and funding plan for firm.

ACHIEVEMENT HIGHLIGHTS:

- **Constructed internal database from scratch** in JDO and then SQL.

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- **Built mobile device communication Application Programming Interface (API)** employed by 500K users.
- **Developed and implemented smart phone applications** for Android OS.
- **Negotiated and executed corporate organization contracts** between LLC owners.

Amazon.com / Google, Seattle, WA & Boston, MA

2011 – 2012

Developed and deployed complex software applications, built infrastructures, and architected versioning systems and plugins for two of the largest companies in the world.

Software Development Engineer / Software Engineer

As *Software Development Engineer at Amazon*, gathered and organized project requirements from various stakeholders throughout organization to ensure project scope from inception to close. As *Software Engineer at Google*, built Google Docs plugin for the Publisher portal of Google Currents application used by thousands of publishers worldwide. Architected and built versioning system to facilitate release of new features in phases to different groups of users e.g. analogous to A/B Testing processes and procedures.

EARLIER ENGAGEMENTS

Graduate Teaching Assistant, Georgia Institute of Technology (GA Tech), 2009-2011 | **Technical Engineer**, GA Tech Research Institute, 2008-2010 | **Undergraduate Research: High Performance Vision Modeling with Embedded Systems**, 2010-2011

TECHNICAL SKILLS

Operating Systems:	Windows, UNIX Platforms: Amazon Web Services (AWS), Microsoft Azure Cloud, Google Cloud Platform (GCP), Google App Engine
Languages:	Java, JavaScript, C, C++, C#, Go, Matlab, Scala, Python, Bash, PowerShell, Node.js, PHP, Ruby on Rails, CSS, Solidity, SQL, HTML Frameworks: Tomcat, Spring, .NET stack, jQuery, Adobe Experience Manager (AEM), Google Web Toolkit (GWT), Serverless, Typescript, Angular, React, Docker, Bootstrap, Less, SCSS
Machine Languages:	VHDL, MIPS, LC3 assembly, LogicWorks Mobile Languages: Android OS, Blackberry OS, iOS, Ionic
Databases:	PostgreSQL, Microsoft SQL Server, MySQL, MongoDB, SQLite, BigTable, DynamoDB, Apache Cassandra, Key-value stores, Wide-column stores, Document Stores
Hardware:	FPGAs, FPLAs, ROMs, ARM7 Processor, PIC & Atmel microcontrollers, VLSO optimization design, Integrated circuit board building, Op-amps, filters, gates

EDUCATION, AFFILIATIONS & AWARDS

EDUCATION: Nanodegree, **Self-Driving Car Engineer**, Udacity, 2017 | **Doctor of Philosophy in Distributed Microcomputing**, GA Tech, (on leave) | **Master of Engineering Management**, Duke University, Durham, NC, 2012, GPA: 3.83/4.0 | **Bachelor of Science in Computer Engineering and Science**, GA Tech, 2011, GPA: 3.52/4.0 **Magna Cum Laude** | **Deans List:** 2007-2013

AFFILIATIONS: **Member**, Technology Association of GA, 2013-Present | **Member**, DukeGen Duke Global Entrepreneurship Network, 2011-Present | **President**, GA Tech Swim Club, 2010, **Financial Coordinator**, GA Tech Swim Club, 2009, Sub-Varsity Athlete, GA Tech Swim Club, 2008-2012

HONORS & AWARDS: **Recipient**, “Top 40 Most Innovative Company,” Technology Association of GA, 2014 | **Recipient**, *Computing Medal*, Rochester Institute of Technology, Rochester, NY, 2005