



CONTACT INFO

 (610) 804-1572

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EDUCATION


Duke University. B.A., Political Science (2007 - 2011)

EXPERIENCE

RocketCities

Head of Product

 Dec 2016 - Present

 Philadelphia, PA

- Managed all development of a platform that empowers YouTube publishers to monetize their fans.
- Prepared all wireframes and business logic, then led team of three devs to execute the build process.
- Designed and built primary marketing website and accompanying digital lead gen materials.

Nooch

Founder & CEO


 2011 - Present


 Philadelphia, PA

- Led all phases of development of a P2P payments app from ideation through App Store launch.
- Recruited and led six-person development team and coordinated project sprints with off-shore devs.
- Secured bank partnership (necessary for launch). Executed strategy overhaul when that bank failed by changing our model so we could re-launch without needing a bank.
- Created and implemented all compliance policies and team training materials (*BSA, AML, GLBA, NACHA*).
- Designed complete UIs for *Nooch for iOS, Nooch for Landlords* (AngularJS), and all admin tools (C#).
- Represented Nooch at 30+ of startup competitions, industry events, and tech meetups.

Rent Scene

Co-Founder & CTO

 Aug 2015 - Oct 2016

 Philadelphia, PA

- Managed overhaul of website structure, content, and UX leading to 500% increase in organic traffic.
- Built custom, branded ACH payment portal and grew volume to \$100K / mo. in rent payments.
- Implemented new digital lead acquisition strategy resulting in 5X more new leads / month.
- Developed comprehensive written and video training materials for all new employees.
- Created a lead-scoring algorithm using two years of company data to sort and prioritize new leads based on likelihood of closing, resulting in 30% fewer wasted interactions with unqualified leads.
- One of 30 companies selected (out of 7K+ applicants) to participate in **Y-Combinator Fellowship**.

PROJECTS

Philadelphia Children's Foundation: Created new modern brand identity for nonprofit that collects, rehabs, and distributes computers to Philly public schools. Designed print and digital fundraising collateral.

Website For WWII Book: Designed and coded HTML5 website, implemented AdWords campaign for book on WWII fighter pilots.

AWARDS & RECOGNITION

- **Whitney Young New Venture Competition at Wharton (2015), 1st Place.** Included a written business plan submission and a final round three-minute pitch to a panel of judges in front of 250 MBA students.
- **40 Under 40 (2014), Philadelphia Business Journal.** Selected from 220+ nominations. Youngest winner of 2014 class.
- **Innovator of the Year (2013), Finalist - Small Tech.** Selected by *Region's Business Journal* as runner-up in the "Small Tech" category for innovation in technology in the Philadelphia region.
- **Federal Reserve Bank of Chicago Payments Symposium (2012), Featured Panelist.** Invited by a Fed economist to present on P2P Payments and how millennial attitudes are shifting the way financial services should be delivered.
- **Baiada Incubator Competition at Drexel University (2012), 1st Place.** Selected as one of six finalists from a detailed business plan submission, then presented a 15-minute pitch to a panel of VC's, entrepreneurs and University faculty.
- **Duke Startup Challenge - Elevator Pitch Competition (2011), 1st Place.** Delivered a one-minute pitch of Nooch in three rounds of judging against 175 other competitors. Used \$5,000 prize to begin developing the Nooch iOS app.

COMMUNITY

- **Philadelphia Children's Foundation (Board Member).** Computer rehab volunteer and active member of the board since 2013.
- **Roxborough Community Orchestra (Violin I)**
- **Boy Scouts of America (Eagle Scout)**

I AM A...

...fintech **entrepreneur** fluent in software, banking, and design
 ...scrappy **bootstrapper** & curious, perpetual learner
 ...self-taught app **developer** and front-end designer
 ...meticulous **builder** of simple, usable apps
 ...head-down **product manager** who gets results
 ...thoughtful **risk-taker** comfortable in controlled chaos



References

- **Josh Detweiler**, CEO *Appjazz* (610) 316-3909
- **Andrew Nakkache**, CEO *Habitat LLC* (570) 301-2368
- **Jan Deruiter**, *Phila. Children's Foundation* (215) 837-2323

SKILLS

Frameworks

STRONGEST
 Bootstrap
 AngularJS
 Ionic
 Node.js
 WordPress
 ASP.NET

Knowledge

Agile development
 ACH payment processing
 Know Your Customer (KYC) procedures

Languages +

STRONGEST
 HTML / CSS
 Javascript
 Objective-C
 C#
 PHP
 Linux
 MySQL

Tools

STRONGEST
 Google Analytics
 Google AdWords
 Xcode, Visual Studio
 Asana, Trello, Jira
 Grunt, Bower
 Photoshop
 Typeform
 Prezi
 Camtasia
 Twilio