JAKE CARLSON

SaaS product development leader with deep experience in engineering, product management, UX, and agile project management able to achieve amazing results

WORK EXPERIENCE

Stealth Startup – Austin, TX

Chief Product and Technology Officer
2023 – present

Established the product and technology vision at a nonprofit in stealth mode. In my capacity as CPTO, I:

- Develop and train a proprietary conversational AI based on an open-source Large Language Model (LLM) and embeddings from curated historical texts.

- Design and develop an online community with a Laravel (PHP) REST API and Vue.js / Vite / Typescript frontend.

- Design and develop a Wordpress marketing website that highlights the nonprofit's products.

Snabbo – Dallas, TX (fractional)   2008 – present

Chief Product and Technology Officer

Developed and grew a social network for the Baby Boomer generation from 0-1. The social network included a robust advanced member search, groups, discussion boards, photo albums, and contests.

- Created an advanced, parameterized friend search to help members find others with similar interests, work history, school attendance, and cities of current and past residence.

- Designed and developed numerous marketing microsites and a satirical political web game (http://boomerz.snabbo.com).

- Published a companion mobile app to the iOS App Store which allowed members to read and post to their feed.

- Currently working on v2 of the platform utilizing Vue.js / Vite / Typescript on the frontend and powered by a Laravel (PHP) REST API on the backend.

Membersy – Austin, TX   2021 – 2023

EVP Product & Program Management / Head of Product

Directed engineering managers, product managers, and UX designers at a B2B2C fintech/wellness SaaS building discount subscription plans for the dental industry.

CONTACT INFORMATION

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EDUCATION

Agile Certified Practitioner (PMI-ACP)
2018

Project Management Professional (PMP)
2017

BFA Communication Design
Concentration in Interactive Media
Texas State University

EXPERIENCE SUMMARY

Management
People:	7yrs
Product:	5yrs
Engineering:	4yrs

SaaS Customers
Enterprise B2B:	6yrs
SMB B2B:	5yrs
D2C:	5yrs
B2B2C:	4yrs

Industries
Social / Community:	6yrs
Travel / Hospitality:	6yrs
Finance / Investing:	5yrs
Healthcare / Medical:	4yrs
Education / Training:	3yrs
Ecommerce / Retail:	2yrs
Non-Profit / Govt.:	2yrs
Entertainment:	2yrs

WORK EXPERIENCE

Administrate – Edinburgh, UK (remote)   2019 – 2021

Lead Product Manager

Scaled and coached a team of product managers to release tangible business value for an enterprise B2B2C training management SaaS platform.

Oracle – Austin, TX   2016 – 2019

Principal Product Manager, Social Cloud

Initiated and led the global UX team for an enterprise social media artificial intelligence / machine learning listening, analytics, engagement, and publishing B2B SaaS platform.

Software Development Manager, Social Cloud

Led a team of full stack developers to extend a high volume social media engagement SaaS app built with Ruby on Rails and React JS.

- Drove platform improvements that decreased delayed messages by 75%.
- Built reporting tools to measure key application performance metrics.

MicroVentures – Austin, TX   2013 – 2016

Chief Technology Officer

Developed a next generation equity crowdfunding B2C SaaS platform for a fintech startup. Hired, mentored, and trained UX designers and full stack developers..

Apple – Austin, TX   2014 – 2015

BI DevOps Engineer

Built and maintained internal development, deployment, reporting, data processing, and help desk tools on the Shared Services and Infrastructure team.

WORK EXPERIENCE, cont.

Owner / Lead Developer
Dragon Eye Design – Austin, TX
2000 – 2013

Led technical and creative aspects of agency projects. See dragoneyedesign.com.

Frontend Web Developer
HomeAway – Austin, TX
2005 – 2007

Developed common UI architecture and components skinned for HomeAway.com and 3 sub-brand sites.

VOLUNTEERING

Neighborhood / Upward Sports
Soccer Coach

Accessibility Internet Rally
Development Team