Wade Minter

210.792.6551
wade@wademinter.com
LinkedIn
wademinter.com

SUMMARY

Accomplished, product-focused technology leader with 15+ years of experience building and managing high-performing, collaborative engineering teams in rapidly growing tech organizations. Demonstrated success in diverse environments, from early stage startups to large corporations, with deep expertise in software development, devops and infrastructure management, along with an extensive background in sports technology, EdTech, and other mission-focused tech sectors. Excellent reputation as a mentor and developer of talent, cross-functional collaborator, and articulate technical leader who not only understands what makes customers happy, but knows how to successfully deliver.

Likely the only technology executive who is also a National Hockey League PA Announcer, improv comedian, pro wrestling ring announcer, and ice hockey player/goalie.

EMPLOYMENT HISTORY

Custom Communications, 2017-present

Head Of Engineering Department
Reporting to the CEO, lead a globally distributed team of developers, building applications to streamline & automate both the operations of field service technicians and relationships with multiple data providers. Instituted new processes to increase developer happiness and business value, dramatically increasing time to delivery, system performance, and reputation of engineering team to rest of the organization. Overhauled dev team through strategic hiring and performance management actions to improve internal collaboration and drive results.

- **Project:** Working with business stakeholders & developers in the US and Ukraine, stabilized & improved *Workflow*, the company's custom-built internal logistics software, through automation and refactoring key areas to make them more flexible. **Results:** Within 6 months, reduced average deployment time from 8 weeks to 2-3 days, automated 80% of manual work order claims and reduced call center overhead by 60%. Enabled job counts to grow by 3x, without staff increases. Moved key provider metrics (on-time arrival, customer satisfaction, NPS) to number one compared with peer companies.
- **Methodologies:** Kanban.
- **Tech Stack:** Ruby on Rails, AWS, Ansible, Redis, Sidekiq, PostgreSQL, Ubuntu Linux, Jira, CircleCI, CodeClimate, Jira, Slack, Github, PeriscopeData.com.

NBC SportsEngine, 2016-2017

Product Manager

Reporting to the Director of Product, oversaw web & mobile product development focused on teams, coaches, players and parents. Built & led global, cross-functional product team (developers, product owners, UI, QA), collaborating extensively with Engineering/UI, Sales, Support, Marketing, and Executive teams. Led a team of two additional Product Owners.

- **Project:** To accelerate team software, built, proposed and received $8M approval for the company's first out-of-budget-cycle corporate investment, designed to accelerate growth, streamline product lines and refocus on mobile apps. Hired additional staff and designed a more compelling product roadmap to incorporate Sales-friendly features, revised scheduling and integrated calendaring. **Results:** New versions of mobile app enabled Sales to close more deals with larger customers and received positive user feedback, with a 25% increase in mobile engagement.
- **Methodologies:** Scrum.
- **Tech Stack:** Native iOS and Android, Ruby on Rails, Jira.

WeaveUp, 2015-2016

VP, Engineering

Reporting to the President and CEO, led transition from exclusively outsourced to an in-house development organization, growing Engineering (dev + QA) from zero to distributed team of 6 to prepare for a larger consumer-facing rollout of an online fabric customization tool. Led staff to manage complex image rendering technology that integrated with a fabric printer API, partnered with Product on software build, and led efforts to identify key technology choices.

- **Project:** Led 4-month extraction of core image processing engine - one that was initially a complex & dysfunctional component of the original product - into its own microservice. Worked with developers to rewrite inefficient parts of the code, deployed onto infrastructure (without overinvestment in the rest of the stack), built rendering service and plugged into existing pipeline - passing the image processing off to the service instead of handling it in the core application. **Results**: Speed nearly doubled, reliability significantly increased and conversions rose by over 30%.
- **Methodologies:** Kanban.
- **Tech Stack:** Ansible, AWS, Javascript, Ruby on Rails, AngularJS, PostgreSQL, Ubuntu Linux, ImageMagick, Trello.

Adwerx, 2014-2015

Head of Engineering Department

Reporting to the CEO, built & managed Engineering (Development, DevOps, QA), more than doubling staff size from 5 to 12 in nine months while spinning Adwerx out from its former parent company. As a senior executive, participated in tech pitch events, provided technology insight to BizDev for partner deals, and worked closely with Ops and Dev to mentor and provide advanced technical expertise.

- **Project:** Led *Project Golden Spike,* expanding product from purely web-based ads into mobile. Over ~3 months, built mobile functionality (while simultaneously improving core product) and interfaced with new ad network APIs, all while maintaining seamless customer

experience. **Results:** Along with shipping on time and under budget, enabled double the ad potential for Sales and allowed product price to be raised.
- **Methodologies:** Scrum/Kanban.
- **Tech Stack:** Ruby on Rails, Ansible, Sidekiq, Resque, PostgreSQL, Redis, Trello, Slack

[TeamSnap](#), 2006-2014

Chief Technology Officer (2013-2014)
Director of Engineering (2011-2013)
Chief Architect (2010-2011)
Software & DevOps Engineer (2006-2010, *part-time*)

As part of the founding team, grew product from an interesting side project into a worldwide industry leader in the sports management space. Built Engineering from 4 part-time developers to a team of 15+ . Worked extensively with external technology partners and evaluating options for integration. Built API developer community, innovated compelling product features and originated the company's voice on social media.

- **Project:** Conceived, oversaw, and delivered the company's first mobile apps. Wrote APIs, hired contract developers to assist in build, and led creation of companion Android app. **Results:** With 100,000+ installs within the first quarter and 30,000+ active users immediately after launch, the app became company's central product, eclipsing the web app, rates 4+ stars in app stores, and is now considered the gold standard for team management mobile apps.
- **Methodologies:** Kanban.
- **Tech Stack:** Ruby on Rails, Resque, Sidekiq, Redis, Javascript, Native iOS and Android, Github, Trello, Slack, AWS, Chef, Ansible, Ubuntu Linux, MySQL.

[Rackspace](#), 2008-2010

Cloud Integration Consultant (2010)
Applications Developer III (2008-2010)

** for prior employment history, please refer to my [LinkedIn](#) profile**

EDUCATION + COMMUNITY

College of William and Mary - **BS, Computer Science**

- ★ **Current Board Roles**
  - ○ [Epifany](#) - Advisor, Board Of Directors Observer (2018-present)
  - ○ [Momentum Learning](#) - Employer Advisory Board Member (2018-present)
  - ○ [iSport 360](#) - Advisor (2016-present)
- ★ **Technology Events Speaker**
  - ○ [Research Triangle Park](#) - Emcee, RTP180 Monthly Talk Series (2018-present)
  - ○ Full list of speaking engagements at [wademinter.com](#)