john@2linessoftware.com

John M. Carpenter

\Code\Design\Data

Education

1995-1999
Geomatics Engineering
Schulich School, Calgary

2016-2017
AI Engineer & Self-Driving Car
Udacity Nanodegree
(first cohort)

2008-2011
Viticulture and Oenology Certificate
UC Davis, California

Expertise

Build multiple startups through concept to acquisition
Transforming teams, tools and technology
Accelerating digital transformation across large organizations

Code

20yr developer, java, js/ts , ruby, python, C++, swift, kotlin. Deep understand of dev principles from git to CI/CD

Profile

I am an accomplished and experienced CTO/CPO with experience in building companies and the teams that drive them. A data first approach to growth ensure that teams can sustain growth regardless of the scale. I have been most successful in innovative roles that bridge code, design and data; and encouraging a culture that builds innovation.

Experience

2019 – present / BlackSquare Inc / Calgary
CTO
Rapid growth scale-up company handling ecommerce DTC for top alcohol producers globally, including Johnnie Walker, Vivino and Malts.com. As CTO, I was responsible for all product and ensuring the technology can deliver on the businesses ambitions. Key Highlights;
> Scaled and grew multiple teams of teams, across design, development, IT, data engineering and product management. From 10 to almost 100 staff.
> Grew business from 5 - 25mm revenue and expanded offerings across EU, Asia, Australia and Canada and was awarded 181st fastest growing company in Canada.
> Led AI Transformation for large companies by focusing on a data first approach
> Drove legal, compliance and data security. Configured company for SOC2, GDPR and PCI compliance certifications. Worked as Global Data Privacy Officer

2009 – / 2Lines Software / Canada
Freelance Developer
Independent consultant and technical advisor for startups and large companies. Worked on management, training, scaling and development capacities. Key accounts include Nokia Maps, Trapster, HireGround (ATS)
> Designed, developed and deployed multiple apps to the market for a variety of startups
> Helped clients build out multiple highly rated 5MM+ user applications (Poynt, Trapster, Here Maps) in Android
> Frequent speaker and panelist for local and international events

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Design

Design thinking applied to technology and development. Leveraged design to develop better code and products.

Data

Expert level data manipulation and statistics. Experience in ML/AI tools including deep learning , NLP, and vision.

2013 – 2014 / Decisive Farming / Canada
CTO
Precision farming company focused on improving crop yields by control and analysis of farming inputs. Sold to Telus Agriculture.
> Managed team that deployed next generation farming web application
> Ran R&D projects which spanned from integrated farm data equipment to mobile extensions for field work
> Created agile process and workflow for development team, established office and built out development team.
> Helped grow from 2 developers to 10 FT, and $2MM to $5MM in sales

2009 – 2015 / Mob4Hire / Canada
CTO / Co-Founder
Global crowdsource testing and mobile research company. Testing in more than 150 countries with over 60,000 testers. Sold to Chinese Firm
> Co-founder and developer for crowdsourced mobile testing platform
Helped mobile and infrastructure companies craft and build out testing programs spanning the whole mobile industry (testing apps, hardware and services)
> Built Android application to extend into automated SMS testing worldwide.
> Cut testing expenses by over 300%
> Successfully negotiated and concluded sale of company to Chinese group

Experience and Awards

> Globe and Mail, 181st Fastest growing company in Canada (2021) with a 3 yr growth rate at 260% and 25mm revenue.
> Supporting writer at UXDesign.cc and TowardsDataScience.com
> Independent Developer of 4 Android Apps, from Prototyping to deployment and growth. Used to build and develop a large variety of Android skillsets
> Active in local Startup Community and Founded MobileMonday Calgary Chapter, 2010
> Past Member, Association of Professional Engineers, Geologists and Geophysicists of Alberta (since 2003)

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Values & Culture

Growth Mindset - Everything changes; people/technology/ market. Teams succeed by embracing that.
Empathy - People first. Whether you build, operate or use the technology, experience matters

Experience Con't

> ASTech Award for Innovation in Agricultural Science, Decisive Farming 2014
> TechVibes Most Promising Startup, Decisive Farming 2014
> Why Location Matters in Mobile Games (GDC Presentation), GDC 2008
> PhoneTag Elite (Mobile Game) Winner, 2008 GDC Innovation in Augmented Design
> Location Application Platform (Mobile Server Platform).3G CDMA "2005 Most innovative Entertainment Platform Technology"
> Mobile Pooch(tm) and Torpedo Bay(tm) (Mobile Games) 2005/2006 Semi-finalist in Mobile Entertainment at NAVTEQ's LBS Challenge.
> 2005 Canadian New Media Award Winner for "Excellence in Gaming" for Blister's Swordfish.