



John Knapp

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[LinkedIn Profile](#)

[Angel List Profile](#)

Senior Developer, Product Manager and Entrepreneur

Proven track record of innovation, leadership, software development and product management. A passionate adherent of Agile Software Development and Lean Startup Methodologies with over 12 years experience gathering market requirements, designing, developing and shipping intuitive mobile first web applications as well as recruiting and leading development, UX/UI, testing and QA teams. Experience includes architecture, data modeling, system design, fault tolerance and scaling with a particular focus on designing and integrating APIs.

Experience

FOUNDER, STARTUP ALLIANCE – 1999 - 2018

Startup Alliance is an online SaaS platform for global entrepreneurs providing a one-of-a-kind toolbox to help entrepreneurs connect and collaborate to achieve goals, overcome challenges, expand networks and maximize their success. Originally founded as a face-to-face peer group, Startup Alliance moved online to support entrepreneurship worldwide.

PRINCIPLE ARCHITECT & ENGINEER, CLOUD SERVICES, HOVERLAY – 2017 - 2018

Working with the founders to refine the vision then design and built the back-end system and API for an innovative augmented reality content sharing iPhone app based on the Apple ARKit. Additionally created a companion web app for expanded functionality and reporting. Also helped with branding and messaging plus other marketing activities.

FOUNDER, HOWZONE LEARNING COMMUNITIES – 2014 - 2016

Following lean startup methodologies, successfully implemented customer discovery effort to define an innovative collaborative learning environment for lifelong learning. Designed, built and launched the product, developed the brand and iterated the messaging. Assembled the core team, board of advisors and prospective investors.

FOUNDING CTO, BOATBOUND BOAT RENTAL MARKETPLACE – 2013 - 2014

Provided technology leadership, re-engineered and launched large scale consumer focused production application and executed a fault-tolerant system architecture for this segment leading peer-to-peer boat rental marketplace.

CO-FOUNDER & CTO, ZETTACAL – 2012 - 2013

Devised and built innovative hub & spoke system to translate between leading calendar clients. Design supported innovative customer acquisition strategy. Led the team to deliver alpha product and raise seed capital. Post seed, led design intensive, expanded the team and produced unique mobile calendar client powered by a scalable, stateless JSON API.

FOUNDER, CEO / CTO, BRASH INSIGHT FEEDBACK ADVERTISING – 2008 - 2011

Conceived and implemented revolutionary conversational display ad technology. Built the team and executed business plan. Designed and iterated back-end API to handle increased capacity. Ran successful pilot campaigns and delivered 5x results compared to regular ads.

Skills

Agile development, AWS, Advertising, Application / Platform Architecture, Augmented Reality, Business Strategy, Copywriting, CSS, Design, Git, Heroku, HTML, Intellectual Property, JavaScript, Leadership, Lean Startup Methodologies, Machine Learning, Natural Language Processing, Node.js, Performance Optimization, PostgreSQL, Product Development, Product Management, Redis, Ruby on Rails, SaaS, Sales, Sinatra, Software Architecture, Software Development, User Experience and User Interface Design.

References available upon request.