MITCHELL LANE

Engineering Leader | Ruby on Rails Expert | Startup Enthusiast

📞 843.830.2227   @ mitchell.derrick.lane@gmail.com   📍 Seattle, WA

EXPERIENCE

Director of Engineering

Snap! Raise   📅 01/2017 - Ongoing   📍 Seattle, WA

Snap! Raise is the leading group-based crowdfunding platform for the K12 and University space. At Snap! Raise, my mission is to build a product and engineering organization capable of supporting the company's rapid transition from bootstrapped MVP to high growth startup.

- Grew product and engineering organization from 5 to 26.
- Lead Snap! Advance to break Higher Education industry records, including the largest University Giving Day event at $20.2m raised in 24 hours.
- Launched Snap! Shop, an e-commerce product that supports large-scale multi-tenancy and physical product customization for each customer.
- Launched an internal data warehouse used for TAM calculation, sales territory planning, competitor analysis, and more.
- Fully rethought and migrated hosting, DevOps and platform infrastructure, cutting costs in half and allowing for long-term scalability and stability.
- Snap! Raise ranked #46 nationally on Deloitte's 2018 Fast 500 list and #2 in the northwest with 2993% growth.

Founder

Nightsprout   📅 11/2013 - 01/2016   📍 Atlanta, GA

I founded Nightsprout, a boutique application development consultancy, with the mission of growing the startup ecosystem in Atlanta. I helped found, build and scale many local tech companies.

- Grew a small business to 5 people and $1m+ in revenue.
- Won two Startup Weekend events, and came in 2nd at a third.

Director of Application Development

Fullscreen   📅 02/2012 - 11/2013   📍 Atlanta, GA / Culver City, CA

Fullscreen is a youth media company focused on the YouTube space. As an early employee of Fullscreen, I worked directly with the C suite to produce high impact internal, B2B and B2C products and platforms.

- Grew the product and engineering team from 3 to 48.
- Built and launched the second generation of Fullscren's Creator platform, which was largely a technical rearchitecting of the original MVP that was necessary due to accounting and scalability issues.
- Launched a data warehouse and predictive analytics/reporting platform which powered the company's proactive talent scouting efforts and had a direct impact on the roughly 40x client growth seen over 1.5 years.
- Launched Channel+, a suite of products which provided functionality necessary for large brands to institutionally adopt YouTube.
- AT&T and the Chernin Group jointly acquired Fullscreen in 2014.

Fencing Media LLC

Owner   📅 07/2007 - Ongoing   📍 Seattle, WA

I currently own and operate Fencing Media, a holding company for web assets in the Olympic/Sport Fencing space. Notably:

- Fencing.net, the largest independent news source for the sport of fencing.
- SmartSalle, a fencing club management and insurance compliance SaaS application.
- 14meters, a sports statistics, online journaling, and event tracking SaaS application.

STRENGTHS

💡 **Blending Business and Technology**
I'm a technologist at heart, but I speak fluent business, marketing and sales. I find tech to be a means to an end, a tool one can use to creatively solve real world business problems.

⭐ **Service Leadership**
I prefer to roll up my sleeves and lead by example wherever I can. I find this enjoyable and also effective in producing a strong collaborative team culture.

🚀 **Rapid Prototyping**
From my experience working with startups, I've developed the ability to quickly produce minimum viable products from scratch and iterate rapidly.

MOST PROUD OF

👥 **Helping Real People**
At Snap! Raise, I build products that have a real, visible impact on the lives of kids, educators and parents.

🏠 **Mentoring Developers**
I've helped many change, launch and/or develop their careers, and its always rewarding to see their success over time.

💲 **Product Optimization**
The largest return on time investment I've ever had was a simple UI change that took 5 minutes to perform, but resulted in a $10m+ ARR increase for the company.

SKILLS

Core Competencies

Agile Development   Product Managment

Execution   Web Architecture   OKRs

Technical Vision & Strategy   Mentorship

Solution Selling   Lean Startups

Data-Driven Development

EXPERIENCE

Software Engineer

Vitrue   📅 03/2011 - 02/2012   📍 Atlanta, GA

Vitrue was an Enterprise Social Media Marketing Management platform. I worked on projects that lead up to the release of Vitrue's Social Relationship Management platform, and was technical owner of the Dashboard and Analytics products.

- Launched the Dashboard and Analytics products, which provided CMOs with a single aggregate real-time view of all their properties.
- Converted a suite of siloed applications into a single platform as a member of the Accounts and Platformization team.
- Oracle acquired Vitrue in 2012 and is now known as Oracle Social Cloud.

Software Engineer

ABB / Ventyx   📅 05/2006 - 03/2011   📍 Atlanta, GA / Columbia, SC

Ventyx was a software company focused on the Utility and Power Plant space. I was technical owner of the Ventyx Customer Suite's award-winning Customer Support Representative (CSR) interface.

- Migrated the CSR web interface, built on top of pre-AJAX technology (XML Data Islands), to a modern (at the time) jQuery/JSON paradigm.
- Lead R&D efforts to migrate from PL/SQL and Oracle Forms into a more modern, productive tech stack.
- ABB acquired Ventyx in 2010.

EDUCATION

Computer Engineering

Clemson University   📅 08/2001 - 05/2006   📍 Clemson, SC

- Software Engineering and Microprocessor Architecture focuses

SKILLS

Technical Skills

`Ruby` `Ruby on Rails` `Vue.js` `JavaScript` `React` `Heroku` `AWS` `PostgreSQL` `MongoDB` `Redis`

MISCELLANEOUS

7CTOs Member

📅 09/2018 - Ongoing   📍 Portland OR

Member of a CTO focused leadership development and professional network.

Harbor Accelerator Cohort Member

📅 01/2016 - 06/2016   📍 Charleston, SC

Participated in the Harbor Accelerator program with Pareto, a machine learning content recommendation and aggregation engine for social media managers.

PASSIONS

Sport/Olympic Fencing

I used to be an active competitor. Now, I'm a part time coach, occasional referee, and support the sport through technology.

Bouldering

I started bouldering a few years ago and enjoy honing my skills during the co months.