

TERRY Z MARTIN

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SUMMARY

Problem solver: accurately defines, articulates and solves key client issues

Engineer: 10+ year full stack engineer (web, server), 6+ year experience on native iOS, Android

Solution Architect: functional analysis of system design and client architectures for various roles

Interface Designer: 10+ years UI/UX design, focused on emerging patterns for mobile and wearables

Team Leader: strives to inspire people to execute in concert with a well defined plan

Professional Instructor: Delivered corporate training to over 1k engineers with Google, Axway, ROI Training (market leader) and Global Knowledge

Communicator: ability to communicate the *lingua franca* of business, design and engineering

EDUCATION & CERTS

GOOGLE INC - March 2014 - Current

Mountain View, CA

- Google Compute Engine Qualified Developer
- Google BigQuery Qualified Developer
- Google App Engine Qualified Developer
- Google Cloud Storage Qualified Developer
- Google SQL Qualified Developer

APPCCELERATOR / AXWAY - April 2011 - Current

San Jose, CA

- Appcelerator - Platform Certification
- Appcelerator - Titanium Certified Expert

MISSOURI SOUTHERN STATE UNIVERSITY

Springfield, MO

- Bachelor of Science in Finance (1999)

AUTHORIZATIONS

- **Google** Training Partner – Cloud, “Apps for Work”
- **IBM** PartnerWorld, Global Entrepreneur
- **Axway / Appcelerator Platform** - Enterprise Partner

EXPERIENCE

2009.06 – present

SEMANTIC PRESS INC.

Sunnyvale, CA

Founder and President. *Semantic Press is a product development firm, providing services including 1) full-cycle consulting for mobile application projects – architecting, developing, testing, and deployment on iOS and Android platforms for native and hybrid applications, 2) establishing and maintaining for developer team best practices and compliance policy for mobile app development 3) Solution consulting, including strategy, product development and converting business needs to application, system and process designs for large IT solutions; 4) Professional training for cloud + mobile engineering and UI/UX design.*

Products:

Magic Deck: a markdown-based presentation authoring tool that renders highly quality, fully customizable presentations that support modular learning initiatives and dynamic content development.

Touchstone Credential Server: a blockchain-based digital credential system for enabling Learning Management Systems (LMS) to issue standardized credentials and deliver on-demand training or education.

Touchstone LRS: a hosted Learner Record Store (LRS) for managing learner activity and digital credential integration with existing LMS, for both on-demand and instructor-led training.

Spreadsheet.io: an API gateway for converting spreadsheets into real-time APIs and a tool for data integration and mobilization.

Spark Mobile: an Android-based native app framework for quickly building mobile solutions for a broad range of business processes, transactions and workflows.

2014.03 – 2014.12

CITADEL LLC (PE/Hedge Fund)

Chicago IL / San Francisco, CA

Lead Developer - iOS

- Wrote several iOS libraries, including encryption, file management and MobileIron SDK (enterprise distribution) integration.
- Collaborated with cross-functional teams (designers, back-end engineers) and interfaced directly with equity portfolio managers.
- Wrote the core iOS app for portfolio management and equity research, selection and trades.
- Architected and coded a background file system synchronization (asynchronous) routine for desktop-to-mobile research workflows.

2010.09 – 2010.11 **NEEDLY INC. (now Troop.space)** Santa Monica, CA
Co-Founder and CTO

- Worked closely with serial entrepreneur Fred Kruger (Adconian, Minds+Machines) to develop initial product. Launched at DEMO 2010 in San Francisco as Needly. Pivoted to Troop.space.
- Co-developed the business plan and helped to successfully raised a seed round led by Wellington Ventures (London), Upfront Ventures (LA) and a syndicate of angel investors.

2006.12 – 2008.02 **CHINA OFF-ROAD PRODUCTS INC.** Joplin, MO
VP Operations

- Co-founded the company and bootstrapped revenue from supplier credit facilities.
- Achieved sales revenue of \$5+M in first 12 months by 1) building a strong brand among retailers; 2) Establish exclusive supply agreement with local large retailer chains; 3) selecting and working closely with overseas supplier partners;
- Designed and developed an internal CRM/ERP system used for prospecting and order fulfillment, which was a key part of lead conversion and customer satisfaction metrics.

PROJECTS

2015 **VISBIT INC** Sunnyvale, CA
Advisor / Investor - Assisted team, from concept to product and helped structure funding from a syndicate of investors from Alibaba Group. Collaborated with mobile app prototyping, cloud architecture, mobile design and financial modeling.

2015 **ACV AUCTIONS INC** Mountain View, CA
Lead Developer / Advisor - Developed initial mobile application and system architecture for a real-time B2B auction system for the used automotive market. This was used to procure seed investment and subsequent market validation. The company won top prize at the world's largest business plan competition in NY (2015).

2014 **GOOGLE INC** Mountain View, CA
Curriculum Developer - Co-authored the official Google Cloud Platform certification program and lab exercises along with site reliability engineers SRE's, SE's, business managers to develop both developer-based and role-based channel certification.

2013 **SPREADSHEET.IO** Mountain View, CA
Founder, Lead Developer and Designer - Designed and built the distributed data pipeline for transforming spreadsheets into mobile APIs. Engineered real-time API gateway, queues, workers, data processors, grid UI, JavaScript container, socket server, auth, and data sync layer.

2013 **PARTSLINE.COM** Mountain View, CA
Founder, Lead Developer and Designer - Architected machine-learning APIs for performing real-time automotive inventory queries against local merchant APIs and unstructured data. Designed and coded back-end APIs and mobile app for e-commerce parts procurement services. User base > 700k.

2013 **FLYBOX, LLC** Raleigh, NC
Lead Developer and Designer, "Flybox App" - Designed and built iOS app, based on the book "Matching the Hatch", by Ernie Schweibert (Scott & Nix, Inc., rev. 2012). This app was built entirely using Titanium Mobile and completed from concept to app store within 6 days.

2011 **IGT / K STREET PARTNERS** Las Vegas, NV
Lead Developer and Designer, "G2E App" - Designed and built iOS app for IGT's G2E conference marketing strategy. The app implemented QR code scanning, push notification, search, analytics and embedded media assets to provide an engaging experience for attendees.

2011 **MERZ** Greensboro, NC
Lead Developer and Designer, "CRM App" - Designed and coded a proof of concept application for real-time Excel data transformation and visualization for remote field operations. This was the precursor to Spreadsheet.io.

2011 **MFOUNDRY, INC / FIS (NYSE: FIS)** Larkspur, CA
Contract Developer, Trainer - Worked directly with engineering teams and assisted in the development of key UI components for mFoundry's iPad deployment for the Bank of America iPad app.

2010 **IBUILD** Raleigh, NC
Lead developer and designer - Designed and coded an iOS app for roofing contractors to quickly calculate the square footage of a roof using GPS + satellite imagery. It also included HailWatch API integration for storm chasing and a roof pitch calculator using the device accelerometer and camera overlays.

2010 **SEMBRACARE INC.** Raleigh, NC
Lead developer and designer, "Supervisory Visit App" - Designed and coded an iOS app that enabled health care professionals and registered nurses to remotely process Medicaid forms within the State of North Carolina. Heavily involved in data integration, signature capture and HIPPA compliance.

PROFESSIONAL TRAINING

This is a sample list. Several events are confidential:

2014	Google, Inc. Google Cloud qualification / private event	Chicago, IL
2014	Google, Inc. Google Cloud qualification / Internal employees, Motorola, Nest	Mountain View, CA
2014	Citigroup Appcelerator certification, POC / Internal engineering groups	New York, NY
2014	Virgin Money Appcelerator certification, Arch / Internal engineering groups	Newcastle upon Tyne, UK
2014	Family Dollar Appcelerator certification, POC / Internal engineering groups	Remote / Webex
2014	American Cancer Society Appcelerator certification, POC / Internal engineering groups	Remote / Webex
2014	Physicians Mutual Appcelerator certification, POC, Arch / Internal engineering groups	Omaha, NE
2014	Cintas Appcelerator certification, Arch / Internal engineering groups	Remote / Webex
2013	Sprint Appcelerator certification, Arch / Internal engineering groups	Olathe, KS
2013	SembraCare, Inc Appcelerator certification, Arch, App / Internal engineering groups	Raleigh, NC
2013	EMC Appcelerator certification / Internal engineering groups	Burlingame, MA
2013	ERT Appcelerator certification, Arch, POC / Internal engineering groups	Philadelphia, PA
2013	Global Logic Appcelerator certification / Internal engineering groups	Greater Noida, Indi
2012	Cognizant Appcelerator certification / Internal engineering groups	Chennai, India
2012	Caesars Entertainment Appcelerator certification, Arch / Internal engineering groups	Las Vegas, NV
2012	Accenture Appcelerator certification / Internal engineering groups	Austin, TX
2012	mFoundry, Inc. Appcelerator certification, Arch, App / Internal engineering groups	Larkspur, CA
2011	Hungry Minds Appcelerator certification / Open event	Mexico City, MX
2011	Cognizant Appcelerator certification, Arch / Internal engineering groups	Chennai, India
2011-2012	Global Knowledge (Curriculum lead, "Train-the-Trainer") <i>* More than 20 training events were delivered. List available upon request.</i>	20+ Locations