

Johnny Dean, PMP

(619) 549-1607

hello@johnnydean.co

@johnnydeandotco

<https://johnnydean.co/portfolio/>

Award-Winning **23 Year Career**. Certified **PMP**. Worked on **300+ Projects**. Experienced **CTO**. Successful startup **CEO**. Passionate about **User Experience**. Industry Expert in **Ecommerce**, **Engineering**, **Targeted Marketing**, and **WordPress**. Ex-Pro **Surfer**. Above all, loving **Father**.



CAREER HIGHLIGHTS

"Be the change you want to see in the world." ~Gandhi

Career Passions	Personalized user experiences (UX), innovations in mobile (Google AMP), ecommerce, targeted marketing, virtual reality (VR), artificial intelligence (AI).
Startup CEO	SocialSimple: Targeting marketing SaaS product for personalized user experiences (UX) via social graph analytics and complex data mining algorithms.
Corporate Executive	Executive leadership of departments and teams. Improved project efficiencies, reduced costs, improved technology processes, and the online user experiences (UX).
Agency Executive	Managed and lead agency portfolio of client projects (100+ clients) and the technology/design teams for digital/print agencies.
Certified PMP	Worked on over 320+ Projects. Strongly embrace the Project Management Professional creed of delivering projects... "On-Time, On-Budget."
Chief Architect	Verizon: Lead "Enterprise 2.0" corporate initiative and projects to improve the user experiences (UX) throughout the corporate enterprise.
Award-Winning Engineer	Miva Merchant: Industry leading ecommerce platform w/ API (500,000+ installations). — Used by Honeywell, eBay, PayPal, Foursquare, Dell, Taylor Swift.

CAREER EXPERIENCE

1995 - Present (**23 years**)

JohnnyDean.co Consultant	New York / Philadelphia / Chicago / Boston	2013 - Present	Freelance
	Freelance consultant to corporations, agencies, startups on engineering, technology, marketing, social media, and project management processes (Agile/Sprints/Scrum).		

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Adoptive	New York, NY	2011 – 2013	<i>Agency</i>
CTO, Partner	Agency Partner and CTO providing strategic leadership in technology, mobile, marketing, digital/social media, and industry insight into latest trends.		
Verizon	Boston, MA	(1 yr contract) 2010 – 2011	<i>Corporate</i>
CHIEF Architect	Recommendations to C-level executives on strategies for technology initiatives, web development, user experiences. Managed "Enterprise 2.0" strategies. Verizon is a \$106 billion/year company, Forbes #13 'Largest US Companies' (270k employees).		
SocialSimple, LLC	San Diego, CA	2008 – 2010	<i>Startup</i>
CEO, Co-Founder	Successful startup (VC funded) in personalized ecommerce user experiences (UX) and targeted marketing via social graph data analytics, data mining algorithms, API web services, and artificial intelligence (AI). Company acquired by NBC.		
Hitachi, Ltd.	San Diego, CA / San Francisco, CA		<i>Corporate</i>
DIRECTOR, Web Portals	Established an executive sponsored department to lead and unify all enterprise web systems and web technology standards/processes. Managed team of 70. Hitachi is a \$112 billion/yr company, Forbes #35 'Largest Global Companies' (400k employees).		
Interactivate	San Diego, CA		<i>Startup</i>
DIRECTOR, Web Development	Lead and managed interactive media, user experience (UX), and web development teams/projects. Portfolio of 100+ clients. San Diego's largest digital agency.		
Modern Postcard	San Diego, CA		<i>Agency</i>
SR. MANAGER, Web & Creative	Managed engineering and creative staff and client projects. My dept alone generated 50% of company revenue (\$20+ million/year in online sales). Modern Postcard is a \$40 million/yr direct mail and print marketing agency.		
ViaSat, Inc.	San Diego, CA		<i>Corporate</i>
SR. MANAGER, Web & Marketing	Established and managed new Web and Marketing departments from the ground up. Managed portfolio of 100+ applications / websites. ViaSat is a \$1.1 billion/yr telecommunications company (2,900+ employees).		

Miva	San Diego, CA	SMB
LEAD ENGINEER	Award-winning Lead Engineer of an industry leading ecommerce platform "Miva Merchant" and the SDK. Redesigned software API from the ground up. Used by Honeywell, eBay, PayPal, Foursquare, Dell, Taylor Swift, Nautica, Network Solutions.	

CAREER PROJECTS (partial list)

More => <http://bit.ly/JohnnyDeanProjects>

<u>CTO Consultant</u>	Hands-on consultant and engineer on development projects and team leadership to startups (GoDeed.today, TheMighty.com, TheWrap.com, etc).	Startup
<u>Impact Networking</u>	Improved the team development processes and procedures. Strategies to use WordPress for all client websites for more direct access for clients.	Agency
<u>CoxBlue.com</u>	Redesign backend/front-end corporate marketing portal (WordPress)	Corporate
<u>Hewlett-Packard</u>	Enterprise architecture of HP's enterprise cloud service web portals.	Corporate
<u>Wordpress/Drupal</u>	Designed/developed 100+ templates/themes and 60+ custom plugins/modules for agency clients and SMB for both WordPress and Drupal.	Agency
<u>Pizza Hut</u>	Strategies and engineering work to streamline the architecture on PizzaHut.com's website, mobile, and phone app API web services (PHP).	Corporate
<u>Qualcomm</u>	Developed API web services and user experience designs (UX) for app store.	Corporate
<u>SocialSimple</u>	CEO/Founder and product development of an ecommerce targeted marketing SaaS app via social data analytics. Company acquired by NBC.	Startup
<u>Hitachi Enterprise</u>	Executive charter to improve the online user experiences for customer support portal and to streamline cross-departmental web operations.	Corporate
<u>Uppertag</u>	Product development and engineering of a 'recommendation app' via a social graph and artificial intelligence (AI) algorithms.	Startup
<u>Verizon</u>	Managed collaboration web portals for 270,000+ employees utilizing social media marketing, social media tools, and promote employee blogging.	Corporate
<u>Macy's</u>	Strategy projects and proposals to streamline in-store customer experience.	Corporate
<u>Miva Merchant</u>	Developed an award winning ecommerce platform (500,000+ installations).	Startup
<u>Bundoo.com</u>	Strategy and engineering on a community website for parenting advice from accredited industry experts (WordPress).	Startup
<u>WalMart</u>	Branding of a new sleepwear product (Celestial Dreams) from Komar.	Corporate
<u>ATN Trading, Inc.</u>	Customized ecommerce - synchronized catalog, automation, quotes, more.	SMB

Ecolab	Strategy planning and development for ecommerce portals.	Corporate
Comcast	Redesign and development of existing custom Partners portals (WordPress).	Corporate

PROFESSIONAL EDUCATION

1992 – 1996	San Diego Mesa College	Mechanical Engineering	San Diego, CA
2008 – 2009	University of California, San Diego	Project Management Certification (PMP)	San Diego, CA

PROFESSIONAL RECOMMENDATIONS

*“demonstrates that you and I, the end users, are his **number one priority**”*
– Colleen M., Production Manager (Colleague)

*“technically very savvy but also has a **strong business sense**, a terrific combination”*
– Britt S., CEO (Recruiter)

*“He could **synthesize an entire web architecture** almost intuitively”*
– Greg W., Product Director (Colleague)

*“tremendous asset in **strategic leadership** and technological vision”*
– Anthony L., Chief Technology Officer (Supervisor)

*“He’s a **visionary** who turns complicated and mundane into inspiring and simple”*
– Marzena K., Creative Director (Business Vendor)

30+ More Recommendations: <https://linkedin.com/in/johnnydeandotco>

ABOUT ME

Proud **Father** of a precious daughter
Professional **Surfer** (1993-94)
Published **Photographer** (& artist)
Minimalist

INDUSTRY BLOGGER

– Good Manager = Listen, Learn, then Lead
– Ecommerce is not about products, it's about predicting & closing
– Why I'm a strong advocate for tickets (Agile/Scrum/PMP)
– Why I love love love Google AMP (Amplified Mobile Pages)
– My Experience: Creating Artificial Intelligence (AI) Algorithms