

JAKE MASSEY

Partner - TechCXO



CONTACT DETAILS

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RELEVANT EXPERIENCE

Jake's successful track record of significantly improving and growing enterprise value includes the following leadership experience:

Chief Technology Officer, ELEAD CRM

CTO of the largest automotive services provider in the United States. Was directly responsible for managing all facets of the company's IT initiatives, and driving the organization's strategic IT objectives.

Founder/CTO, IdeaString

IdeaString is a collaboration and ideation platform that transforms employees and your entire network into innovators to deliver valuable breakthrough ideas.

CTO, DiscoveryCast

- Led strategic planning for the DiscoveryCast web application.
- Managed the Development and Operations staff by prioritizing initiatives and setting time-tables for the evaluation, development, and deployment of our IT portfolio.
- Was architect for a state of the art technology platform that was secure for clients, resulting in an optimal design from hosting, hardware and software perspectives.

Global Database Architech, MFG

Managed all database related responsibilities, including a global database support organization. Designed the entire database infrastructure including a near real time database instance, cluster setup for our high availability database system, and led the database architecture team in ensuring our platform is alive and healthy even during maintenance releases.

Owner, Xelion Technology Services

Designed many systems ranging from 10-15 user systems utilizing databases as small as a few gigabytes, all the way to systems that must support a 500,000 online user base with multi-terabyte database backends on both SQL Server and Oracle.

EDUCATION

Georgia State University

WORKING WITH Jake

Jake Massey is an IT executive who helps lead organizations in aligning their overall IT objectives. Jake has led and managed teams of application developers, database developers, QA engineers, implementation specialists, and production support personnel across multiple continents with offshore facilities in Bangalore, Bangkok, Shanghai, Geneva, Paris, and Tel Aviv. He has also managed customer service organizations to support both internal and external customers to ensure optimum issue resolution and turnaround time on all issues that came into various call centers and network operation centers.

As a CTO he has run every facet of IT organizations and specializes in high volume enterprise and SaaS application development and planning. He has designed and developed systems to support 1+ million online users, and built systems that process over 27,000 DML transactions per second with a total hardware cost not exceeding \$18,000.00 US using traditional relational database platforms.

He has also designed and developed systems that support over 95,000 DML operations per second (~250,000 insert only operations per second) using NoSQL platforms within the same budget constraints. His NoSQL platform experience includes CouchDB, MongoDB, Cassandra and a working knowledge of HBase and InfoGrid.

As a leader, Jake has expertise in altering culture and aligning objectives of the business with the passions of the entire IT organization while instilling lasting and repeatable processes. He takes a very data centric approach to organizational improvement and employee utilization relying on analytics to influence decisions.

AREAS OF SPECIALTY

Jake is a TechCXO subject matter expert in Application and Server Architecture; IT Management and Planning and Customer Service Management and Planning. He accelerates results in the following areas:

STRATEGY

- Market Analysis
- Competitive Analysis
- Biz Plan-Model-SWOT
- Product/Service Strategy
- Pricing Strategy

PRODUCT & TECHNOLOGY

- Investor & Transaction Related Services
- IT Assessment & Turnaround Related Services
- Fractional CTO/Interim CTO; Coaching
- Lean Product Launch
- Product Viability Assessment
- 3rd Party IT Referral Network
- Information Security & Certifications/Audits

SECTOR EXPERIENCE

- Commercial Services (B2B)
- Apparel & Accessories (B2C)
- Consumer Durables (B2C)
- Healthcare Technology Systems
- Media (B2C)
- Restaurants, Hotels & Leisure (B2C)
- Healthcare Technology Systems
- IT Hardware and Services
- Software
 - Application Software
 - Automation/Workflow
 - Big Data
 - Business Productivity Software
 - Communication Software
 - Database Software
 - Education Software
 - Entertainment Software
 - Financial Software
 - Network Management Software
 - Operating Systems Software
 - SaaS
 - Security Software
 - Social/Platform Applications

TechCXO[®]
experience > acceleration