

BRIAN BAILEY

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Profile

I live to bring order to chaos through relentless focus, creative ideas, obsession for detail, and a passion for shipping products.

My ability to adapt, innate curiosity, and diverse set of skills—from project management and leading a team to content strategy and community management—drive me to seek out organizations where change and growth are constant.

Experience

Team Lead and Project Manager, Gowalla Austin, Texas 2007-2011

Led the Content, Community, and Support teams at Gowalla, a social guide to the world's most loved places. Funded by Greylock Partners and Founders Fund and advised by Reid Hoffman and Sean Parker, Gowalla was acquired by Facebook in December 2011.

As Team Lead and Project Manager, I led our artists in the creation of thousands of art assets for Gowalla, working with brands like Disney and National Geographic. I wrote, edited, and curated content, including app and web UI, newsletters, blog posts, marketing materials, and help sections. In addition, I managed the support team that served 2 million users (via Twitter, Facebook, and forums) and performed QA and testing.

Lastly, I led a variety of development projects from requirements gathering to launch, including new user on-boarding, business tools, and backend solutions.

Web Director, Fellowship Church Dallas, TX 2003-2007

Led a team of designers and developers at one of the largest churches in the country as we created and refined multiple, high-profile, standards-compliant websites.

Managed web projects from gathering requirements, prototyping and interface design to development, content, testing, and launch. Collaborated with the executive team, designers, developers, writers, and users to assure that all sites accomplished the goals of the organization. In addition to the core websites and blogs, our team developed custom content management, e-commerce, chat, Flash streaming and conference registration solutions.

Developer and Systems Administrator, Fellowship Church Dallas, TX 2002-2003

Helped build an enterprise-level church management system, which now serves thousands of churches around the world. Responsibilities included IIS Server and SQL Server administration, including clusters and load balancing, .NET development, marketing, application testing, documentation, and user training.

Help Desk and Server Administrator, Fellowship Church Dallas, TX 2000-2002

Responsibilities included supporting 250 users, server administration, network administration, and vendor management.

Education

Michigan State University, B.A. with Honors in Philosophy

Author

The Blogging Church, Jossey-Bass, 2007

Interviewed in *The Wall Street Journal*, *Washington Post*, and *Dallas Morning News*

Favorite Things

Writing, live music, lists, presidential campaigns, chai lattes, hiking, and Arsenal F.C.

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References

Josh Williams, CEO and Co-Founder, Gowalla

"I've had the privilege of working with Brian for north of four years. I've never met someone else so capable of taking whatever projects are thrown his way and organizing them into cohesive thoughts and initiatives. One part writer, one part project manager, one part trusted confidant and one part strategist, Brian is an example of complete dedication to his craft. There's a reason why we call him the Glue Guy. He holds all the pieces together."

Pia Arthur, Marketing Director, Gowalla

"Brian is an intellect. He approaches things strategically and ensures all possible outcomes are explored before executing. He is incredibly organized and detail oriented but knows the importance of being flexible as things change rapidly in the life of a start-up. He stays abreast of trends and is able to incorporate learnings from other companies into his work. Brian is also an excellent writer and a wonderful colleague."

Brad Faults, Senior Developer, Gowalla

"Brian's persistent clarity and thoughtful focus on what customers want, as people, is simply unmatched in my experience. His contributions to product development are always incisive and uncannily predictive. It's very clear to me that Brian brings a unique perspective to the table concerning the intersection of products, customers and content. We would be much poorer without his contributions."

And that's not to mention his tireless content and campaign management that have always gone off without a hitch. In short, Brian's work has always been indispensable, and I expect great things from him in the future."

Adam McManus, Senior Operations Engineer, Gowalla

"Brian brings order to chaos. His project management skills never cease to impress me. At Gowalla, he has successfully managed multiple art projects, business schedules, product launches, and content development needs. Brian is an excellent writer and communicator. He brings an energetic attitude to the office every day, and I feel better knowing he is managing projects I support. He is also one of the most patient and level-headed coworkers I've had the pleasure to work with. In the midst of high-pressure situations, Brian is always organized and prepared for whatever comes his way."

Keegan Jones, Designer, Gowalla

"Brian is simply one of the best people, both professionally and personally, that I've ever known. He has amazing attention to detail, uncanny wit and always sees projects from start to finish. Any team would be lucky to have a guy like Brian."

Brian Brasher, Illustrator and Iconographer, Gowalla

"Brian is a deep thinker of intelligent thoughts, a masterful manager of intimidating complexities, and one of the nicest guys you'll ever meet. Failure is not an option when he approaches a task, and his perspective at problem solving is always smarter than the average bear's. In all the year's I've depended on a team leader, I wish Brian had been the team leader all those years."