Cliff Canan

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CONTACT INFO

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EDUCATION

Duke University. B.A., Political Science (2007 - 2011)

EXPERIENCE

Rent Scene, Co.
Co-Founder & CTO

Aug 2015 - Oct 2016
Philadelphia, PA

- Managed overhaul of website structure, content, and UI leading to 500% increase in organic traffic.
- Built custom, branded ACH payment portal for collecting more than $100K per month in security deposits and rent, saving our reps an average of 30 minutes and five emails per signed lease.
- Implemented digital lead acquisition strategy resulting in 6X more new leads / month.
- Developed comprehensive written and video training materials for all new employees.
- Used two years of historical data to create a lead-scoring algorithm to sort and prioritize incoming leads based on likelihood of closing, resulting in 20% more emails with qualified leads.
- One of 30 companies selected (out of 7K+ applicants) to participate in **Y-Combinator Fellowship**.

Nooch Inc
Founder & CEO

2011 - Present
Philadelphia, PA

- Led all phases of development of a P2P payments app from ideation through App Store launch.
- Recruited and led six-person development team and coordinated project sprints with off-shore devs.
- Secured bank partnership to launch PA-only pilot. Managed strategy overhaul when that bank failed by changing our model to avoid holding users' funds so we could re-launch without needing a bank.
- Created and maintained all compliance and employee training materials (BSA, AML, GLBA, NACHA).
- Designed all screens and UX for iOS app, Angular web app, and admin dashboard (in C#).
- Developed automated anti-fraud processes which prevented 100% of malicious transactions.
- Represented Nooch at dozens of startup competitions, conferences, and tech meetups.

PROJECTS

RocketCities (Angular Web App): Built front-end for a video platform that empowers YouTube Influencers to connect with and monetize their most hardcore fans. Prepared detailed wireframes and wrote all specs for back-end team (off-shore).

Philadelphia Children's Foundation (Website and Digital Marketing): Managed development of a new website and modern brand identity for Philly nonprofit that distributes computers to public school. Designed all print and web fundraising collateral.

"Relentless Pursuit": Designed and coded HTML5 website, managed AdWords campaign promoting book on WWII fighter pilots.

AWARDS & RECOGNITION

- **Whitney Young New Venture Competition at Wharton (2015),** *1st Place*. Included a written business plan submission and a final round three-minute pitch to a panel of judges in front of 250 business students.
- **40 Under 40 (2014), Philadelphia Business Journal.** Selected from 220+ nominations. Youngest winner of 2014 class.
- **Innovator of the Year (2013),** *Finalist - Small Tech*. Selected by Region's Business Journal as runner-up in the "Small Tech" category for innovation in technology in the Philadelphia region.
- **Federal Reserve Bank of Chicago Payments Symposium (2012),** *Featured Panelist*. Invited by a Fed economist to present on P2P Payments and how millennial attitudes are shifting the way financial services should be delivered.
- **Baiada Incubator Competition at Drexel University (2012),** *1st Place*. Selected as one of six finalists from a detailed business plan submission, then presented a 15-minute pitch to a panel of VC's, entrepreneurs and Drexel faculty.
- **Duke Startup Challenge - Elevator Pitch Competition (2011),** *1st Place*. Delivered a one-minute pitch of Nooch in three rounds of judging against 175 other competitors. Used $5,000 prize to form a company and begin developing the iOS app.

COMMUNITY

- **Philadelphia Children's Foundation (Board Member).** Computer rehab volunteer and active member of the board since 2013.
- **Roxborough Community Orchestra (Violin I)**
- **Boy Scouts of America (Eagle Scout)**

I AM A...

… fintech **entrepreneur** fluent in software, banking, and design
…scrappy **bootstrapper** & curious, perpetual learner
… self-taught app **developer** and front-end designer
… meticulous **builder** of simple, usable apps
… head-down **worker** used to delivering quickly
…thoughtful **risk-taker** comfortable in controlled chaos

References

- **Josh Detweiler**, *CEO AppJaxx*   (610) 316-3909
- **Andrew Nakkache**, *CEO Habitat LLC*   (570) 301-2368
- **Michael Harrington**, *Fox Rothschild*   (610) 458-4957

SKILLS

Frameworks
STRONGEST
Bootstrap
AngularJS
Ionic
Meteor
WordPress
ASP.NET

Languages +
STRONGEST
HTML / CSS
Javascript
Objective-C
C#
PHP
Linux
MySQL

Tools
STRONGEST
Google Analytics
Google AdWords
Asana, Trello
Photoshop
Illustrator
InDesign
AWS
Prezi
Camtasia
Twilio

Knowledge
Know Your Customer (KYC) Procedures
ACH Payment Processing
Money Transmitter Laws