

# MIKE NEDER

mikeneder.me



## Management Skills

Proficiency in directing and supervising people, projects, resources, budgets, vendors and other business partners. Accomplished at team building, motivation, and mentoring. Setting priorities, assigning the appropriate resources against those priorities, and delivering projects on time and on budget.

## Innovative

Taking leading roles in organizational direction. Ability to understand the organizational processes and proactively bring innovative fresh solutions to the table. Ability to grasp a holistic picture of the organization, including the business impact of IT decisions, ROI, dependencies, team member needs and challenges.

## Tech Savvy

Years of experience as an engineer. Database design, backend development, frontend development, knowing and owning the code. Founder of a popular tech stack

## Business Savvy

In-depth knowledge of the industries served. A foundation in the principles of accounting, supply chain management, marketing, sales and distribution channels, both traditional and online.

## Marketing Savvy

Specialized in marketing for certain roles. Masters in Internet Marketing. Ensuring that the message is available across all channels. Expand market share, while not forgetting to meet the needs of the existing customer base.

# Who I am — — What I do

I have an impressive mix of Software Development, Technical Management, and Internet Marketing with a wealth of experience in the eCommerce, online advertising, and SaaS. I've helped build start-ups from the ground up, and strive for achievement of rapid pace build-out of software and infrastructure. Whether it be comparison shopping engines, marketplaces, social media platforms, affiliate tracking and ad serving, I've dived into almost everything Internet related since the late 90's.



Keeping up to date with the latest technologies and procedures is paramount to bringing experience and value to the business and my team. Likewise, a proficiency in hiring good talent to assemble or augment a team should not be overlooked. I only look for the best when I build my team and promote from within.



In addition to technical management and team building, I also have been known to specialize in Internet marketing. As you can see from this very media kit, and my website, it was done with a certain marketing eloquence. The user experience is not something you'd typically find on a personal website, and this media kit tells a similar tale



# SKILLS —



## Technical Management

I have efficiently managed projects, produced quality results, scalability, and fast turn around. Team building and mentoring.



## Software Development

I started my career as a Java developer, in the late 90's, became interested in JavaScript in 2013, and recently have founded KRAPstack.io which is Koa.js, React, Apollo, and PostgreSQL.



## Email Marketing

I have managed campaigns and gained experience with segmentation tactics, open rate and click rate testing, auto responders based on specific user interaction, delivery rates, etc.



## Database Design

I have designed high transaction volume systems such as ad serving platforms, affiliate tracking systems, CRMs, social media sites, etc.



## Conversion Rate Optimization

I have improved UX and user flow through landing pages and sales funnels in order to optimize conversations via multivariate, A/B testing, A/A testing, etc.



## Web Security

I am steadfast toward implementing website, server, and network security to keep the business safe from those who would do us harm.



## FAQ's —

**Q: I see you describe yourself both as a Technical Manager and as an Internet Marketer quite a bit. Which one of those do you consider yourself more of? Is it 60/40 of a marketer or vice-versa, or...?**

**A:** I actually see myself as a blend of both, and credit that blend for my success. I started my career as a software engineer working on affiliate tracking technology and after a few years it seemed like almost everything I was doing as an engineer seemed marketing related. When I became a manager and later immersed myself into marketing, I realized that I could design marketing campaigns, and then design the technical systems to support the marketing initiative. It is an experience that I find exciting; and part of what I like most about the work I do.

**Q: What is your history of entrepreneurship and what projects have you founded or contributed to significantly?**

**A:** In my earlier years around the early 2000's, I started a small search portal, leveraging search feeds and affiliate programs. It later evolved into a newsletter subscription list where I would send out industry specific news. I had only gotten around 10k subscribers over the course of 2 years but it was fun and a great starting point for what worked and what didn't.

In 2009 I founded a Tech specific CSE (Comparison Shopping Engine) called UnitedTechStore that earned revenue from affiliate feeds. Using the same technology and codebase I almost simultaneously, co-founded Netishop, which was again a CSE but targeted all markets, not just tech. It was successful for a while, gaining 90k users, but due to various circumstances in early 2011 we decided to shut it down.

In January of 2011 I became the first full-time employee of a start-up called PRIVATE WiFi, which I had started consulting for a year earlier. I was employee number #1 in terms of tenure. There I accumulated a wealth of experience as the company sky-rocketed in growth. There I started with the company from day 1, and watched it as it grew to a customer base and subscriber count in the millions.

In 2020 I created a tech stack called the KRAP stack, which was a funny name for a very real suite of common technologies that everyone uses, even though no one had coined a name for the stack. It stands for Koa.js, React, Apollo-GraphQL, PostgreSQL. It also includes TypeScript, Next.js, and others.