

JASON FLATFORD

Chief Product & Technology Leader – SaaS | AI | Platform Scaling

Roanoke, VA • flatts.scg@gmail.com • (865) 603-7332 • [linkedin.com/in/flatford](https://www.linkedin.com/in/flatford)

EXECUTIVE SUMMARY

Product and technology executive with 20+ years of experience scaling SaaS and AI-augmented platforms from concept to **400K+ users** and **13K B2B partners**. Proven record of aligning product vision with market opportunity, building and leading cross-functional teams, and delivering measurable growth. Unique blend of **executive leadership** and **hands-on technical expertise** in AI integration, SaaS scaling, and full-stack architecture.

CORE COMPETENCIES

- SaaS Platform Scaling
- Product Strategy
- AI Product Integration
- Cloud Architecture
- Full-Stack Development
- Agile Delivery
- GDPR, COPPA, PCI, SOC-2 Compliance
- Multilingual Platforms
- Cross-Functional Leadership

SELECTED ACHIEVEMENTS

- Scaled **Melee.gg** from launch to **400K+ users, 70K MAUs**, and **13K B2B partners** with minimal resources.
- Architected **2M+ line, multi-tenant SaaS platform** with real-time analytics, multilingual support, and PCI-compliant payments.
- Integrated **OpenAI-powered analytics & automation**, cutting operational workload while boosting feature adoption.
- Secured partnerships with **Wizards of the Coast & Red Bull**, creating new revenue streams and brand reach.

TECHNICAL SKILLS

Languages: Kotlin, Java, .NET, WPF, React, React Native, TypeScript, Javascript, HTML, SCSS

Cloud/IAC: AWS, Azure, Docker, Terraform, CI/CD

AI: OpenAI API, NLP Integration, AI-Augmented Product Design

DBs: PostgreSQL, MySQL, MongoDB, Redis

EXPERIENCE

EVP, Product – Keyrune Inc. / Melee.gg

(2019–June 2025)

- Directed product strategy and execution for a global esports SaaS platform, scaling to 400K+ users and 13K B2B partners with minimal funding.
- Architected and managed a multi-tenant, 2M+ line SaaS codebase integrating real-time analytics, multilingual support, and PCI-compliant payments.
- Managed cross-functional teams across engineering, design, and operations to deliver rapid feature releases in a high-growth startup environment.

Software Developer – Foresite LLC (2012–2014)

- Delivered UI/UX design for internal enterprise tools, enabling faster classification and triage of large-scale log data for public institutions (K-12 schools) and private enterprise clients.
- Developed microservices for log parsing and automated processing, improving system reliability and reducing manual analysis time.
- Collaborated with cross-functional engineering teams to deploy scalable, secure solutions in mission-critical environments.

Coordinator of Event Operations & Technical Lead – StarCityGames.com (2008–2012)

- Served as technical lead for large-scale trading card game (TCG) tournaments, providing IT infrastructure, software design, and staff training for events hosting thousands of participants.
- Designed and launched the Concierge event management platform, streamlining tournament administration across hundreds of events annually.
- Coordinated hundreds of unique event teams over several years, ensuring consistent operational quality and adherence to tournament standards.