

# JASON FLATFORD

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

Roanoke, VA • (865) 603-7332 • flatts.scg@gmail.com • jasonflatford.com • linkedin.com/in/flatford

## | EXECUTIVE SUMMARY

Product & technology executive who scales SaaS/AI platforms from **0 to ~400k users, ~70k MAUs, and ~13k B2B partners**. Pairs C-level product ownership with hands-on architecture to ship **real-time** systems, **PCI-aware** payments, and **99.99%+ uptime** for global brands. Builder-operator known for AI augmentation, platform reliability, and results under lean constraints.

## | SIGNATURE OUTCOMES

- **Scaled Melee.gg** from launch to **~400k users, ~70k MAUs, ~13k organizer partners — 99.99%+ uptime, 8 languages**, adoption in **80+ countries**.
- **Architected a multi-tenant SaaS (~2M LoC)** with RBAC/ABAC, audit logging, analytics, and **PCI-aware**.
- **Delivered real-time tournament ops** (pairings/standings, live admin) and ran flagship events.
- **Hardened cloud & reliability** — Azure to AWS, ECS/RDS/Redis/CloudWatch, Terraform IaC, Cloudflare WAF/CDN — improving resilience, observability, and release cadence.
- **Won and delivered with global brands:** Wizards of the Coast, Disney, Red Bull, Ravensburger, Fantasy Flight Games.

## | EXPERIENCE

### Keyruno Incorporated — Melee.gg • EVP, Product

2019–2025 • Remote / Roanoke, VA

- Owned product vision and roadmap for a mission-critical esports/events SaaS; scaled to **~400k users, ~70k MAUs, ~13k B2B organizers** with lean resources.
- Architected and led delivery of a **multi-tenant SaaS (>2M LoC)** spanning registration, decklists, pairings/standings, ticketing/payments, analytics, audit logging, and live-ops.
- Shipped **real-time** experiences (SignalR/WebSockets) and **admin dashboards** for large tournaments; improved throughput and reduced support burden.
- Implemented **multilingual/i18n**, regionalized taxes/fees, and PCI-aware **Stripe** payments incl. chargebacks and reconciliation.
- Embedded **OpenAI-assisted analytics** and internal tools to reduce manual workflows.

### Flattware LLC (Melee.gg origin) • Founder & President → CTO

2019–2022 • Manchester, CT / Remote

- Launched Melee (Mar 2020) and drove early growth (~1k users/week); hosted **Red Bull Untapped** (largest indie Arena event, **~2,400 players**) and SCG Tour Online series.
- Delivered professional events for **Wizards of the Coast** during the online era; operated hundreds of tournaments with six-figure revenue across series.
- Established release cadence, decklist ingestion/validation, and global adoption across 80+ countries; introduced Japanese language support.

## Foresite LLC • Software Developer

2012–2014 • Manchester, CT & Roanoke, VA (Hybrid)

- Built portal UI/UX and automation for network-device audit-log classification and rules management (Drools) using **Grails/Groovy/Java (Spring)** and **PostgreSQL**.
- Developed microservices to parse/normalize high-volume logs; delivered data-grid tooling (**JavaScript/jQuery/DataTables/Bootstrap**) that reduced manual triage.

## StarCityGames.com • Event Rep → Coordinator of Event Operations & Technical Lead

2008–2012 • Roanoke, VA (travel)

- Led operations for large-scale TCG events (1k+ players); owned logistics, staff training, and on-site IT.
- Designed and launched **Concierge**, an admin-only event platform centralizing registration, seating/pairings, staffing, badge printing/scanning, cash recon, and reporting; served **~100k attendees**.

## Earlier Experience

Eagle Boat Docks — Director of Drafting & Design • 2001–2010

Tennessee Valley Authority (TVA) — Personal Service Contractor (School-to-Work) • 2002–2003

## | SELECTED PROJECTS

- **Melee.gg** — Registration, decklists, pairings/standings, payments, analytics, live-ops. Outcomes: ~400k users, ~70k MAUs, ~13k organizers, 99.99%+ uptime, 8 languages.
- **Concierge** — Admin platform (registration, seating, staffing, badging, reconciliation) serving ~100k attendees.

## | EDUCATION

### AAS, Drafting & Design — ITT Technical Institute

Bachelor's-equivalent professional experience (**15+ years**) for roles requiring a 4-year degree.

## | SKILLS & PLATFORMS

**Product Leadership:** Strategy; discovery; outcome roadmaps; PLG; pricing/packaging; GTM; change mgmt; org design & hiring; C-suite/Board comms.

**Architecture:** Multi-tenant SaaS; modular monoliths/microservices; real-time (SignalR/WebSockets); APIs (REST/GraphQL); auth/SSO (OAuth2/OIDC/SAML); RBAC/ABAC; observability; perf & caching.

**Data & AI:** OpenAI integration; RAG; pgvector; dashboards; real-time analytics; telemetry; SQL/NoSQL; data modeling.

**Stacks:** ASP.NET/C#; Kotlin/Java (Spring); Node/TypeScript; React/Next.js; React Native; GraphQL; HTML/CSS/Tailwind.

**Cloud/DevOps:** AWS (ECS/RDS/Lambda/CloudFront/CloudWatch); Azure; Docker; Terraform; GitHub Actions; Cloudflare; blue-green/canary; cost control.

**Security:** Audit logging; least-privilege IAM; privacy by design (GDPR/CCPA); **PCI awareness**; SOC-2/HIPAA awareness; incident mgmt.