DAVID CLAY SMITH

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WORK EXPERIENCE

2013-Present – Akita   *Founder and CTO*

Founder and technical lead at www.akitaapp.com. Akita is a full-featured Customer Success Management platform that enables SaaS businesses to nurture, retain and grow their customer base.

Akita provides:

- 100+ software-as-a-service integrations;
- Customizable customer health scores;
- No-code automations;
- Customer segmentation; and
- Customer analytics.

Technologies, practices, and services used:

- PHP;
- Laravel;
- Javascript;
- Vue.js;
- Postgres;
- Feature and unit tests (PHPUnit);
- Continuous integration/continuous deployment (CircleCI); and
- AWS (EC2, RDS, ElastiCache, Kinesis, Lambda, SQS, SES).

2006-2013 – Franchise Direct   *IT Manager/Head of Engineering*

Head of IT for an online marketing firm representing global brands including Subway, Burger King, Ace Hardware, Arby's and more. Successfully architected and implemented a global suite of localized lead-generation websites. Projects included:

- Modernization of a suite of ten websites;
- Management of IT department consisting of 8 developers, designers, QA engineers, systems administrators and help desk technicians;
- Implementation of localization and internationalization technologies;
- Delivery of technical SEO guidance and strategies; and
- Implementation of a rigorous testing strategy including unit tests, continuous builds, and acceptance testing.

Technologies used:

- Wordpress;
- PHP; and
- MySQL.

2003-2006 - USGBC   *Technical Architect/Developer*

Member of a small development team responsible for all development at the
United States Green Building Council, a Washington DC-based non-profit.
Projects included:

- Design and development of application to handle USGBC's LEED Certification
  process (leedonline.usgbc.org). The application replaced an outdated,
  paper-based approval process;
- Development of a custom content management system (CMS) for USGBC's
  website (www.usgbc.org); and
- Implementation of internal CMS for USGBC's annual, industry trade show—
  Greenbuild Expo (www.greenbuildexpo.org).

Technologies used:

- ASP.NET;
- Microsoft SQL Server; and
- SAP.

2001-2003 - Faucett New Media   *Architect/Senior Developer*

Senior Developer for an Atlanta, Georgia-based web-development agency
specializing in Microsoft-based technologies. Projects included:

- An online-dating application; and
- United States Green Building Council. Developed CMS and e-commerce systems
  for Washington, DC-based non-profit. This mission critical web-site
  handled over $15 million USD of transactions.

Technologies used:

- ASP 3.0;
- Visual Basic (COM); and
- Microsoft SQL Server.

EDUCATION

1996-1999 - University of Washington - Seattle, WA USA

- Bachelor of Arts, Business Administration/Information Systems

1995-1996 - University of California - Berkeley, CA USA

- Undergraduate coursework