

# DJ Scruggs

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A skilled and entrepreneurial product engineer with robust technical expertise and deep experience in client-facing roles ranging from product management to sales engineering, implementation, and support. Proven capability in full stack development of scalable, B2B SaaS products via code, communication and strategic thinking.

## Business Results

- As the VP of Sales at SurveyGizmo (now Alchemer), I increased the annual revenue from \$130,000 to \$3M in two years.
- Also at SurveyGizmo , I saved the company \$50,000+ annually by re-writing the company's payment process and enabling the seamless transfer of customers to a lower cost payment processing system.
- As Chief Privacy Officer at email marketing provider MessageMedia, I pioneered an extremely effective PR initiative to promote privacy as critical to success in email marketing, directly attracting major enterprise clients such as Dell Computer and Cisco Systems.
- As founder and CEO of Distributed Bits, I created the first ever email customer service platform. I sold the company for \$20M, yielding a 700% ROI to investors in three years.
- As the Managing Partner for BlueSpruce Holdings, I implemented the Entrepreneurial Operating System (EOS) to keep everyone aligned and moving in the right direction. This enabled a very small team to put on multiple events with hundreds of attendees and build a database of thousands of investors.
- For an apartment complex, I did a complete overhaul of our technology and operations to streamline tenant payments, applications, electronic leasing, security and reporting to investors. This lowered costs by 20%, raised rents by 15% and raised occupancy to consistently above 95%.

## Skill Summary

React, Node, Remix, Next.js, Ruby on Rails, PHP, JavaScript, TypeScript, PostgreSQL, MySQL, Python, AWS, Cloudinary, Heroku, Fly.io, Vercel, Git, Docker, Postman, Jupyter Notebook, Microsoft Office, GSuite, ActiveCampaign, Hubspot, Zapier, Buildium, Dropbox Sign

## Work History

### **Open Source Projects**

October 2023 - present

[Automated Penetration Testing Reporting System](#) - a React front-end to a Python API serving over 2,000 security professionals. Uses Vite, React 18, Tailwind

[Trybe](#) - a full stack PWA built in Remix with Prisma/Supabase as back end and Fly.io for deployment

[BuildCities](#) - a full stack React application built on RedwoodJS serving a global audience of municipalities and local communities to build web3 treasures for funding local community initiatives

### **BlueSpruce Holdings** - Co-founder & Managing Partner

June 2017 - October 2023

Led the purchase, management and sale of 330 multifamily apartments. Handled all asset management, finance and investor relations. Implemented EOS. Automated our investor communications with ActiveCampaign, Zapier, Buildium, EZ Texting and more.

### **Chief Technology Officer** - Content BLVD

March 2015 - June 2017

Managed the successful turnaround of a floundering influencer marketplace, succeeding after two predecessors failed. Oversaw strategic planning, hired and mentored entry level programmers, and delivered a revenue producing product serving thousands of users in just 5 months. Node and PostgreSQL backend with Mithril/CoffeeScript front end.

### **Staunch Robots** - VP Services

August 2014 - March 2015

Led project management and development for four Ruby on Rails projects.

### **Avenir International** - Chief Technology Officer

January 2014 - August 2014

Led all technical development of a SaaS providing role-based paging for urgent critical care. Underlying technology included Ruby on Rails, PostgreSQL, Cisco IP Phones and Twilio.

### **StatsMix** - Chief Technology Officer

October 2010 - January 2013

Led all technical development of a SaaS providing custom analytics integrated with third party reporting tools such as Google Analytics, Mailchimp and dozens of others. Core technology included Ruby on Rails, MySQL, jQuery, Highcharts and more than 30 web APIs.

**SurveyGizmo** - VP Sales and Business Development

January 2008 - August 2010

Led sales during an explosive growth period from \$130,000 to \$3 million in just two years. Also developed several key platform elements such as Salesforce integration, and entirely re-wrote the billing system. Core technology included PHP, MySQL and Zend Framework.

**Enthusiast Group** – Co-founder

March 2006 - November 2007

Created a B2C social media platform for extreme sports enthusiasts. Core technology included PHP, MySQL, Drupal and JavaScript.

**Chief Privacy Officer** - MessageMedia

December 1998 - December 2001

Devised and enforced spam-prevention policies for one of the first email marketing companies. Devised and executed a PR and marketing initiative to highlight the company's thought leadership in permission marketing, leading us to win major enterprise accounts such as Cisco Systems and Dell Computer.

**Distributed Bits** - CEO & Co-Founder

March 1996 - December 1998

Created the industry's first email customer service platform, landing major clients such as Consumer Reports and the Chicago Board Options Exchange. The company was acquired by MessageMedia, providing a 700% return to investors in two years.

**Education**

Ongoing developer self-training via LinkedIn, Kaggle, AlgoMonster and other platforms

Sales Training from Sandler Sales Institute

BS in Music Education, Northwestern University