KRIS PETERSEN

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ELEVATOR PITCH

· I'm an experienced and well-respected leader in technology and startups with a fascination for coding, product management, UI/UX, online marketplaces and WebRTC

WHY ME

EXECUTION

· Bottom line, I get stuff done. I have repeatedly demonstrated to my partners and investors that I can recruit top-tier technical teams, establish clear and obtainable goals and take ideas from concept to production efficiently.

LEADERSHIP

· With a degree in business and decades of programming and development experience, I possess a unique understanding and skillset to lead cross-functional teams working with technology. I always earn the respect of my teams leading by example and am particularly effective in working with software engineers.

COMPUTER PROGRAMMING / WEB DEVELOPMENT

· I've always found enjoyment in math and computer programming. I wrote and licensed my first program, a corporate payroll application, in BASIC at the age of 13 and have continued to play with and apply new technologies to solve problems ever since. My development skills are most useful in the early MVP/prototyping phase and then I generally get out of the way and let the real engineers take over to build a scalable solution.

· C, C++, PHP, Zend Framework, jQuery, javascript, Python, HTML5, CSS3

PRODUCT MANAGEMENT

· I am a problem solver. I have a natural ability to view experiences in life and apply technology in a meaningful way to develop solutions. In the last three years, I've founded multiple VC-backed companies which have focused my energy on building and understanding consumer marketplaces leveraging both web and mobile technologies. My unique combination of business and technical skills allows me to understand both sides of the conversation and ultimately build better products.

LEARNING OPPORTUNITIES

CTO & CO-FOUNDER | BETTERFLY | 10/12 – PRESENT
· Responsible for all product and technology-related aspects of the business
· Brought on via acquisition and specifically tapped by existing investors to lead the technical restart of Betterfly
· Extensive experience evaluating, testing and implementing video chat solutions including WebRTC
· Lead a team of four engineers in a complete rebuild of the web application over the course of three months
· Successfully secured venture funding from Lightbank and Great Oaks Venture Capital

CEO & FOUNDER | DEALSGOROUND (ACQ. BETTERFLY) | 02/10 – 10/12
· Sole founder responsible for initial web development and all aspects of the business
· Lead a team of six FTEs in building web and native mobile applications for the world's largest secondary market for daily deals

- Acknowledged the initial business' lack of progress and managed a complete pivot into a digital wallet supporting coupons, gift cards and daily deals prior to acquisition
- Successfully secured venture funding from Lightbank, Chicago Ventures, New World Ventures and multiple angels

ENTREPRENEUR IN RESIDENCE | LIGHTBANK | 06/10 – 02/11

- Responsible for engineering (front and backend) and testing prototypes of all internal business ideas
- Floating product and technical team member to all portfolio companies
- Engineering liaison to startup communities and engineers in Chicago and Minneapolis
- Evaluated pitches from entrepreneurs

SR. TECHNICAL ANALYST | 1SYNC (GS1 US) | 08/04 – 06/10

- Lead cross-functional teams in the development, testing and support of multiple enterprise web applications
- Managed level-four production support process and resources for five enterprise supply chain applications
- Architected, designed and implemented initial Business Intelligence platform to support executive-level decisions

PRESIDENT | AQUARIUS PRESSURE WASHING, INC. | 03/01 – 12/06

- Founded and operated a commercial cleaning company from inception through successful acquisition
- Exercised my entrepreneurial bug nights and weekends with one additional employee
- Cold called my way from a book of business of zero to 30+ long-term clients

CONSULTANT | IBM (FORMERLY PWC CONSULTING) | 05/99 – 08/04

- Implemented warehouse and transportation management systems in multi-million square foot distribution centers across the country for Fortune 100 clients
- Designed and managed custom integrations of legacy systems to SAP for a Fortune 200 company

EDUCATION

BACHELOR OF SCIENCE | 05/99 | UNIVERSITY OF ILLINOIS – CHAMPAIGN/URBANA

- Major: Business Administration
- Concentration: Industrial Distribution Management
- Related coursework: CS 109 (C/C++)

GIVING

ADVISORY BOARD | CHICAGO CAREER TECH | 04/11 – PRESENT

- Connect Chicago's startup community with a civic organization which re-trains unemployed Chicagoans with the computer and technical skills they need to begin a new career path

MENTOR | FIRST ROBOTICS | 01/10 – 04/10

- Mentored a team of inner city high school students stressing the importance of technology and engineering

HIGH-FIVES

- 2011 Chicago Ideas Week Fellow Award Recipient
- 2011 Chicago Innovation Awards Nominee
- 2009 Chicago Marathon finisher