

Creative and driven entrepreneurial business professional with multiple intelligences, high ethical standards, excellent problem-solving skills, strong written and verbal communication skills, and diverse quality work experience.

Work History

2015-06 - present

Founder & CEO/CTO

Used Equipment Guide, Inc., Chattanooga, Tennessee

- Conceptualized and developed world's largest search engine for heavy trucks and equipment with ~3 million items for sale from ~4,000 websites as a solo founder.
- Created business plan and executed fundraising strategy to close \$3 million seed round in 2018 from 10 strategic, non-traditional investors including the largest Caterpillar, John Deere, and Peterbilt dealers in the world:
<https://www.constructionequipmentguide.com/use-d-equipment-guide-raises-seed-round-led-by-holt-ventures/40657>
- Served as Chairman of the Board and liaison to shareholders.
- Responsible for strategic and tactical execution of sales, marketing, and agile full stack product development with up to 20 direct and indirect reports.
- Created complex systems for process driven normalization of for-sale listings including over 250,000 lines of regular expressions and statistical pricing models to provide real time target market values based on year, make, model and usage.

2013-03 - 2020-03

Founder & CEO/CTO

Dieseljobs.com LLC, Asheville, North Carolina

- Conceptualized and developed largest niche job board for the heavy truck and equipment industry.
- Developed and executed business plan and strategy to generate over \$400k in annual revenue as single employee business by landing Fortune 500

Jeremy Balog

Contact

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Skills

Business Strategy & Tactics

Excellent

Attitude

Excellent

JavaScript + Node.js

Excellent

ReactJs + Redux

Excellent

HTML5 + CSS3

Excellent

clients including Waste Management, Schneider, and Rush Enterprises.

- Created and maintained dieseljobs.com and associated websites.
- Received ScaleUp WNC grant (SBA ScaleUp America Community) as highest scoring startup out of 67 applicants.
- Remotely manage a staff of three sales and marketing employees.

2007-08 -
2015-06

Executive Recruiter & Special Projects

Kimmel & Associates, Asheville, North Carolina

- Consulted clients and recruited key management and executive positions within the heavy equipment/truck, heavy civil construction, and mechanical contracting industries. Notable placements include a CFO at a large equipment dealer in Magadan, Siberia, Russia and a Structural Steel Superintendent on the Golden Gate Bridge Seismic Retrofit project.
- Led internal data initiatives and lean six sigma projects including a ground up rebuild of the company's internal proprietary CRM and candidate management system with 100+ users with 1+ million candidates recruited over a 30 year period across three industries (Construction, Waste, and Logistics).
- Assisted CEO on various special projects during the Great Recession when the company entered and exited a bankruptcy restructuring.
- Won annual sales contest after four months of employment (I worked hard, but luck was also a factor).
- Started the Equipment Division in February 2010 when construction unemployment peaked at 27.2%. Placed first candidate within 30 days and generated \$140k in revenue in 2010 followed by over \$400k in revenue in 2011.

PHP + Laravel



Excellent

Data Structures



Excellent

Regular Expressions



Excellent

AWS + DevOps



Very Good

Nginx + Apache



Very Good

SQL + Redis



Very Good

Linux (Debian)



Very Good

Git + TDD + CI/CD



Very Good

2001-06 -
2007-07

Sous Chef

Various Restaurants, Resorts, & Hotels

- Experience includes working on the Las Vegas Strip, a Minnesota destination resort, and a sailboat in the Bahamas.

Education

2011-08 -
2013-05

Master of Entrepreneurship

Western Carolina University - Cullowhee, NC

2010-07 -
2011-01

Master Certificate: Lean Six Sigma

Villanova University - Villanova, PA

2007-08 -
2010-02

Bachelor of Science: Applied Mathematics

SUNY Empire State College - Saratoga Springs, NY

2002-06 -
2005-03

Associate of Applied Business: Culinary Arts

Midwest Culinary Institute - Cincinnati, OH