

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/used-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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### LinkedIn

jeremybalog.com

### GitHub

github.com/jeremybalog

## 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.
- 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.



## **Sous Chef**

2001-06 - Various Restaurants, Resorts, & Hotels

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

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## **Education**

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### **Master of Entrepreneurship**

2011-08 - Western Carolina University - Cullowhee, NC

### **Master Certificate: Lean Six Sigma**

2011-01 Villanova University - Villanova, PA

### **Bachelor of Science: Applied Mathematics**

2007-08 - SUNY Empire State College - Saratoga Springs, NY

### **Associate of Applied Business: Culinary Arts**

2002-06 - Midwest Culinary Institute - Cincinnati, OH

2005-03