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Top Skills

System Migration
Customer Support
Go-to-Market Strategy

Jackson Blacklock

Director of Software Engineering @ TrueCar | Engineering Leadership (Manager → VP) | MBA | Scalable Products, Teams & Systems

Austin, Texas Metropolitan Area

Summary

For 20 years I've been helping ideas go from messy concept to shipped reality. I've led engineering orgs, built new products from scratch, scaled existing ones, and guided teams through the chaos that comes with growth.

I like working where vision meets execution, shaping direction, solving hard problems, and creating environments where talented people can do their best work.

Experience

TrueCar, Inc.

8 years 11 months

Director of Software Engineering

April 2023 - Present (2 years 9 months)

Austin, Texas, United States

I lead teams building consumer products used by millions of car buyers. My work is a mix of strategy and execution, setting direction, guiding technical decisions, and creating the conditions for teams to deliver quickly and sustainably.

Senior Engineering Manager

October 2022 - April 2023 (7 months)

Austin, Texas Area

I guided engineering through a high-growth phase, building systems, processes, and teams that could support rapid product expansion. My focus was translating ambitious product goals into technical roadmaps, then shaping the culture and structure that allowed teams to deliver. I worked hands-on with architecture, hiring, and cross-functional planning to ensure we shipped high-quality software on schedule and laid the groundwork for future scale.

Engineering Manager

April 2022 - October 2022 (7 months)

Austin, Texas Area

I helped shape the product vision and strategy in close partnership with product, design, and analytics teams, delivering features that were both user-focused and business-driven. I led engineering execution from planning through delivery, guided architectural decisions, and created space for the team to build with speed and quality. I also championed accessibility standards across the platform, overseeing a full audit and rollout that improved usability for all users.

Software Engineer

February 2017 - April 2022 (5 years 3 months)

Austin, Texas, United States

I led the transition from a legacy on-premises system to a unified Rails and React platform on AWS, building a scalable foundation for future growth. My work spanned full-stack development, architectural design, and product delivery — including inventory management, dynamic pricing, and reporting tools used by dealerships nationwide.

I became a go-to technical lead for critical migrations and performance work, driving major improvements in speed, reliability, and user experience. I helped modernize pricing logic, re-architect APIs for higher throughput, and streamline deployment workflows. I also built a React Native port for mobile platforms, expanding the product's reach without compromising quality.

Umbel

Platform Engineer

June 2016 - February 2017 (9 months)

800 W Cesar Chavez St B101, Austin, TX 78701

I led the migration and deprecation of Lodestone's acquired platform, moving customers to a modern architecture with zero disruption. I partnered directly with product and client teams to support \$400K in monthly recurring revenue and helped shape go-to-market materials that strengthened sales efforts. This work blended hands-on technical execution with cross-functional collaboration, ensuring both the product and the business scaled smoothly post-acquisition.

Lodestone Social Media

VP of Technology

2009 - October 2016 (7 years)

I developed an omnichannel product that generated millions of brand impressions and drove in-stadium engagement for major leagues and events,

including MLBAM, NCAA Sports, NFL, NHA, Miss Universe (IMG), Premier Soccer League, and Professional Bull Riders (PBR), as well as several international brands. This product not only enhanced the fan experience but also solidified brand interactions across multiple channels.

In 2016, I successfully negotiated the acquisition of this product by Umbel, where I was responsible for conducting thorough software due diligence, ensuring a smooth transition and integration of our technologies. This acquisition underscored my ability to deliver valuable digital solutions and navigate complex business negotiations effectively.

TwinB Creative LLC

Co-owner/Technology Director

August 2008 - January 2011 (2 years 6 months)

Led a creative agency that delivered integrated digital and print marketing, application design, and development for technology companies. Worked with clients such as SolarWinds, Q2 Banking, and the University of Texas, providing tailored solutions that strengthened brand presence and user engagement. Combined design and technology to produce high-quality digital experiences, mobile applications, and marketing campaigns with measurable impact.

turn2live

Tech Lead

2008 - 2010 (2 years)

I provided technical direction and oversaw projects from initiation to deployment, making sure they aligned with business goals. I focused on mobile app development, scalable architecture, distributed systems, and the use of modern technologies. I hired and guided a strong team, worked across multiple languages and countries, and managed quality assurance, product development, capacity, and resources. I also supported DevOps and R&D to improve how we built and operated. My work relied on strong technical and professional networking, clear communication, and analytical problem solving. I used strategic thinking and solid project management to prioritize effectively and deliver products that met long-term business needs.

Boombbox ATX: Sauce

Musician/Web Designer/Graphic Designer/Vocal Arranger/
Choreographer

October 2004 - June 2008 (3 years 9 months)

I toured internationally, choreographed stage performances for an eleven-piece band, arranged six-part mixed harmonies for both live shows and recordings, and was a three-time finalist for Best Cover Band in the Austin Chronicle Music Awards.

Schrödinger's Cat

Musician.Creative Director

July 1997 - December 2005 (8 years 6 months)

Performed with Schrodinger's Cat, an award-nominated a cappella group known for high-energy, percussion-driven stage work. Contributed to a CARA-nominated debut album recognized by RARB as one of the best of 1999. Appeared on national television and performed at venues across the U.S., from Texas to Alaska, and international stages in Japan.

Education

Texas McCombs School of Business

Executive MBA, Business Administration and Management, General · (July 2022 - May 2024)

Texas McCombs School of Business

Bachelor of Business Administration - BBA, Management Information Systems, General · (1997 - 2008)

Austin Community College

Music, Composition, Synthesizer Development, Vocal Performance, Web Design · (2002 - 2006)