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\Code\Design\Data

# John M. Carpenter

## Profile

I am an accomplished and experienced CTO/CDO with experience in building companies and the teams that drive them. A data first approach to growth ensure that teams can sustain growth regardless of the scale. I have been most successful in innovative roles that bridge code, design and data; and encouraging a culture that builds innovation.

## Experience

2024 / Zane Money (PreAxia PAXH:Nasdaq) / Canada

### Advisor / Fractional CTO

Gen-z focused budgeting and fintech bank. Helping the build the foundational team and IP for the bank.

- Work with the founding team to develop scaleable team, process and IP to enable the AI features of the banking and budgeting
- Advising on Legal and Global Compliance (SOC2, PCI, FinTrac).

2023 - present / Discontinuity.ai / Calgary

### Founder

Discontinuity.ai is an agency designed to help organizations adopt AI/ML easily and quickly. It offers a full prototyping ecosystem with the goal of helping organizations become self-sufficient data-driven organizations.

- Created processes to help companies adopt a strategy for AI/ML. From the foundation of data collection and management to MLOps and A/B testing, down to training and information sessions.
- Built a complete data and ML infrastructure for rapid prototyping and testing of AI/ML ideas, concepts and models. Using Google Cloud, AWS and leveraging the latest tools and frameworks. Complete MLOps and Data Ops pipelines and platforms.

2019 – 2024 / BlackSquare Inc / Calgary

### CTO

Rapid growth scale-up company handling ecommerce DTC for top alcohol producers globally, including Johnnie Walker, Vivino and Malts.com as well as our own brands winecollective.ca, canadacraftclub.ca and kwaf.ca

- Significantly scaled multidisciplinary teams (design, development, IT, data

## Education

1995-1999

### Geomatics Engineering

Schulich School, Calgary

2023-2024

### Machine Learning Specialization

Stanford and DeepLearning.ai

2016-2017

### AI Engineer & Self-Driving Car

Udacity Nanodegree

(first cohort)

2008-2011

### Viticulture and Oenology

#### Certificate

UC Davis, California

## Expertise

Build multiple startups through  
concept to acquisition

Transforming teams, tools and  
technology

Accelerating digital  
transformation across large  
organizations

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## Code

20yr developer, java, js/ts, ruby,  
python, C++, swift, kotlin. Deep  
understand of dev principles  
from git to CI/CD

## Design

Design thinking applied to  
technology and development.  
Leveraged design to develop  
better code and products.

## Data

Expert level data manipulation  
and statistics.  
Experience in ML/AI tools  
including deep learning, NLP,  
and vision

## Links

[2Lines Software \(Portfolio\)](https://2linessoftware.com)  
<https://2linessoftware.com>

[Discontinuity.ai \(Product\)](https://discontinuity.ai)  
<https://discontinuity.ai>

[Github \(Code\)](https://github.com/johncarpenter)  
<https://github.com/johncarpenter>

[LinkedIn \(Social\)](https://linkedin.com/in/johncarpenter2)  
<https://linkedin.com/in/johncarpenter2>

engineering, product management) from 10 to nearly 100 staff, securing the 166th rank among Canada's Fastest-Growing Companies in 2021.

- Engineered and deployed the insightplatform.ai, a data platform and retail stack to allow enterprises to adopt data-driven approach in digital commerce. Provides a cross-platform view of the entire DTC operation. Provides tools for optimized SEO, search, discovery, recommendations
- Drove legal, compliance and data security. Configured company for SOC2, GDPR and PCI compliance certifications. Worked as Global Data Privacy Officer
- Transformed engineering operations by updating DevOps and MLOps frameworks. Enhanced efficiency across data, design, and development teams. Instrumental in building engineering tools to effectively scale team capabilities and streamline processes

*2009 – / 2Lines Software / Canada*

### Freelance Consultant

Independent consultant and technical advisor for startups and large companies. Worked on management, training, scaling and development capacities. Key accounts include Nokia Maps, Trapster, HireGround (ATS)

- Designed, developed and deployed multiple apps to the market for a variety of startups
- Helped clients build out multiple highly rated 5MM+ user applications (Poynt, Trapster, Here Maps) in Android
- Frequent speaker and panelist for local and international events

*2013 – 2014 / Decisive Farming / Canada*

### CTO

Precision farming company focused on improving crop yields by control and analysis of farming inputs. Sold to Telus Agriculture.

- Managed team that deployed next generation farming web application
- Ran R&D projects which spanned from integrated farm data equipment to mobile extensions for field work
- Created agile process and workflow for development team, established office and built out development team.
- Helped grow dev team from 2 to 10 FT, and \$2MM to \$5MM in sales

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## Values & Culture

*Growth Mindset* - Everything changes; people/technology/market. Teams succeed by building to that.

*Empathy* - People first. Whether you build, operate or use the technology, experience matters

## Experience and Awards

- Globe and Mail, 166th Fastest growing company in Canada (2021) with a 3 yr growth rate at 260% and 25mm revenue.
- Supporting writer at UXDesign.cc and TowardsDataScience.com
- Independent Developer of 4 Android Apps, from Prototyping to deployment and growth. Used to build and develop a large variety of Android skillsets
- Active in local Startup Community and Founded MobileMonday Calgary Chapter, 2010
- Past Member, Association of Professional Engineers, Geologists and Geophysicists of Alberta (since 2003)

## Experience Con't

- ASTech Award for Innovation in Agricultural Science, Decisive Farming 2014
- TechVibes Most Promising Startup, Decisive Farming 2014
- Why Location Matters in Mobile Games (GDC Presentation), GDC 2008
- PhoneTag Elite (Mobile Game) Winner, 2008 GDC Innovation in Augmented Design
- Location Application Platform (Mobile Server Platform).3G CDMA "2005 Most innovative Entertainment Platform Technology"
- Mobile Pooch(tm) and Torpedo Bay(tm) (Mobile Games) 2005/2006 Semi-finalist in Mobile Entertainment at NAVTEQ's LBS Challenge.
- 2005 Canadian New Media Award Winner for "Excellence in Gaming" for Blister's Swordfish.