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\Code\Design\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

# 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

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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>

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

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

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

# John M. Carpenter

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.