

John Gully

CTO and Technology Leader

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EXECUTIVE SUMMARY

CTO and technology leader with 20+ years of experience building and scaling SaaS platforms, engineering organizations, and AI-enabled products across startup, enterprise, and consulting environments. Proven at translating business strategy into technical systems, with hands-on leadership spanning platform architecture, product delivery, and operational execution. Brings a rare combination of technical judgment, strong design sensibility, and people-first leadership.

EXPERIENCE

GoodDay Software

Co-founder & Chief Technology Officer | Jul 2023 - Present

VC-backed SaaS company building modern operating and inventory management software for ecommerce brands.

- Co-founded the company and built the product and platform from initial concept through launch, taking the business from 0 to 40+ customers and \$1M in revenue
- Played a key role in seed fundraising by leading technical demos and supporting investor technical diligence
- Built and scaled the SaaS platform, owning technology strategy, system architecture, and engineering execution
- Designed and implemented a robust, immutable inventory ledger serving as the system of record for merchant inventory levels and cost of goods sold (COGS)
- Hired and led a cross-functional engineering and design team, establishing platform standards and modern engineering practices
- Established AI-assisted software development as the default engineering workflow, driving adoption of AI tooling to improve delivery speed and team effectiveness
- Led innovation and rapid prototyping of AI-powered product capabilities, using technical experimentation to inform product direction

Shopify

Senior Engineering Leader, Merchandising | Apr 2021 - Jul 2023

- Led fully remote, globally distributed frontend and mobile engineering teams delivering core merchandising capabilities at scale
- Scaled the engineering organization from 18 to 65+ engineers, building team structure, management layers, and delivery practices to support rapid growth
- Partnered with product, design, and senior engineering leadership (Directors and VPs) to deliver high-impact capabilities aligned with merchant and business needs
- Drove delivery of AI-assisted product description capabilities using large language models
- Delivered B2B commerce capabilities and expanded merchandising platform support from 250 to 2,000+ product variations per item
- Designed and led a leadership development program to grow emerging engineering leaders

Slalom

Director of Experience Design & Engineering

Dallas, TX | Jan 2011 - Apr 2021

- Progressed through multiple roles over a 10-year tenure, culminating in Director-level responsibility spanning engineering, experience design, product delivery, and practice leadership
- Held P&L accountability for the practice, including revenue growth, utilization, staffing, and financial performance
- Led cross-functional teams building new digital products from concept through launch
- Worked with client product, design, and technology leaders to define product vision, shape roadmaps, and translate business goals into shipped software
- Owned product discovery and rapid prototyping efforts to validate concepts and accelerate time to market

Selected Contributions:

- Created PatternPack, an open-source tool for generating living design systems, officially supported by Slalom
- Represented the Dallas market on Slalom's Talent Management Advisory Council, contributing to national people development initiatives and helping drive adoption at the market level

Early Career

Software Engineering & Design Leadership

Dallas / Fort Worth Area | 2000 - 2011

Built a strong foundation in software engineering, UX, and product development through progressively senior roles across enterprise, product, and consulting environments, including Mary Kay, Tyler Technologies, Robertson Opportunity Capital, and The Persimmon Group.

SKILLS

Technology Strategy, SaaS Architecture, Engineering Leadership, AI Strategy & Enablement, Technology Operations, Product Development, P&L Management, Distributed Team Leadership, Design Systems

EDUCATION

Bachelor of Business Administration (BBA), Management of Information Systems

Northwood University - Graduated Summa Cum Laude