

Robert Moskal

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Objective

To assist organizations in their ongoing digital transformation. To help founders get from 0 to 1 whether that's from idea to MVP, from MVP to PMF, or PMF to minimal viable business.

To collaborate with other builders to create digital products that delight and empower users. I have a strong preference for "face-to-face" collaboration.

Experience

Recent Activities

- Operating a SaaS for construction scheduling (<https://www.controlboard.app/>). Co-responsible for product and development as part of a team of three. Responsible for application architecture and tooling as well as GTM efforts. We're on the way to \$1MM ARR.
- Fractional CTO for (<https://www.pre-rec.com/>). Supporting the founders on their path to acquisition. 1/3rd Turning the clown car built by a very young team into a Toyota (by introducing observability, containerization, and idempotency). 1/3rd Tempering the founder's impulse to always be building by ONLY building when it made strategic sense. 1/3rd Adding gravitas to the leadership team in pitches and meetings.
- Completed an art handling application for the Williams College with my long-time friends at <https://concretecomputing.com>. It was good to get back to basics: collaborating with end-users and building something that lets them work better. Here I also found myself thinking along the lines of the [htmx team](#) about building an app that could last 100 years with without updates

Custom Software Development, Most Media [Ongoing]

- I've produced 2-3 significant applications every year for 25 years, while also consulting for large and small organizations.
- Several of these applications have won awards, including my first, a "Fredrick E Douglass" award and several "Adweek" awards.
- I've been an early adopter and champion of techniques that increase software quality, developer experience, and speed time to market, both in my studio practice and in the organizations I've worked with.
- On the product side, I'm always trying to tighten the build/learning cycle. I've made a concerted effort to adopt design thinking and to work empirically/experimentally. I encourage younger developers in this direction.
- Over the years, I've made significant contributions to open source projects such as JBPM, Camunda BPM, and Nunjucks.
- I've led blended teams from 1 to 30, and have long experience in managing outside and off-shore dev teams. I'm not interested in doing that anymore.
- I have an interest and aptitude for creating tools that work on codebases and developer tools. I like when my users are developers.
- See <https://www.mostmedia.com/> for detailed case studies.

Technology Licensing, Most Media [1995-2003]

- Developed sales force automation and training software licensed to numerous Fortune 500 companies and resold by B2B communications companies. *contentWrapper*, was a tool that automated the creation and distribution of Power Point presentations. Other products included game engines for training applications.
- Helped establish the new media division at Caribiner International. I supported sales and marketing efforts while advising on staffing and technical strategy.

Director New Media, Jack Morton International [1992-1994]

- Put in place the people, processes, and technology that grew my client's business from less than 300K to approximately 5MM in sales in less than two years.
- Supported the sales team in pitching new business, preparing proposals, and managing client engagements for Fortune 500 companies.
- Responsible for the development of the applications produced by the new division.

Free-lance Technical Writer [1986-1991]

- Worked for numerous Wall Street firms producing design and API documentation for financial systems.
- Designed and implemented ground-breaking SGML based help system for the EJV (Electronic Joint Venture L.P.) fixed income platform.
- Co-wrote the Advanced Programmer's Guide to OS/2, published by Brady Books in 1989.

Education

A.B. degree in Literature (creative writing concentration) with senior honors from the State University of New York at Purchase. [1986]

Master of Arts in Liberal Studies, Cultural Studies from the City University of New York Graduate Center. [1990]