

# Jesse Clark

Director, Software Engineering  
Richmond, VA

 thedoorman

 jesseclark2

[jesseclark.io](http://jesseclark.io)

A passionate, mission based leader who relies on his strong foundations in product marketing, software, security, systems, and business administration to bring forth world-class, high-impact, software teams to deliver customer focused products.

## Recent Experience



Director-Software, GhostRed  
GE Digital

07/16—Present

Conducted market research, defined product & execution strategy, and raised funding to form mission based software organization to inspire, hire, and connect smart-creatives with world-changing careers. Our organization, GhostRed, designed, coordinated, and supported 20 technology competitions in 12 months differentiating GE in the market for talent, bolstering brand equity, & positioning GE for successful digital transformation.



Product Manager-API Management  
GE Digital

04/15—07/16

Marketed, architected, deployed, and established a community of 250 engineers around GE's API management platform. Upon positioning ourselves as GE's data-marketplace, I moved the community toward 5 authentication standards, and self-service access provisioning to increase application security, improve developer productivity, and accelerate the adoption of service-oriented-architecture.

[View more on LinkedIn](#)

## Skills

People Leadership



Communication



Product Marketing



Agile



Strategy



Digital Advertising



HTML/CSS/JS



Python/Ruby



Java/C/C++



## Education

2014—2016

UNC Chapel Hill

Masters of Business Administration

2006—2010

UMass Amherst

B.S. Computer Science Cum Laude

Minor Mathematics GPA 3.3

## Achievements

2016 | Deep Run HS Advisory Board

2014 | 2x RVATech Award Winner

2013 | Digital Technology expertise award

2012 | GE DTLP graduate

2009—2014 | 4x [Crotonville](#) attendee