

# 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, and business administration to bring forth world-class, high-impact, software teams, and 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 \$1MM organization designed, coordinated, and supported 20 technology competitions in 12 months hiring 6 FTE's, differentiating GE in the market for talent, bolstering brand equity, and positioning GE for successful digital transformation.



Product Manager-API Management  
GE Digital

04/15—07/16

Marketed, delivered, and established a community of 250 engineers around GE's multi-million-dollar API management platform; positioned as GE's data-marketplace. Moved the community toward 5 authentication standards, and self-service access provisioning to improve application security, developer productivity, and to accelerate the adoption of service-oriented-architecture - projected >\$1MM in savings to perpetuity.

[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

2015 | 2x [RVATech Award](#) Winner (GhosRed)

2013 | Digital Technology expertise award

2012 | GE DTLP graduate

2011—2016 | 4x [Crotonville](#) attendee