

# 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

Led market research, defined product & execution strategy, and raised funding to form mission-based software organization to connect smart-creatives with world-changing careers. Our \$1MM organization designed, coordinated, and supported 20 technology competitions in 12 months hiring 8 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. Co-authored 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.



Lead Analyst - Data Loss Prevention  
GE Digital

02/12-04/15

Led 20 member, cross-functional security team to design, communicate and deploy data protection controls, to eliminate a multi-million-dollar loss vector. Built shared service across 5 GE businesses and 170k users to standardize product licensing, support, and solution design optimizing cost structure, and operations.

## Achievements

2016 | Deep Run HS Advisory Board

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

2012-2016 | GE Volunteer site lead

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

## Education

B.S CompSci,

UMass Amherst

Masters, Business,

UNC Chapel Hill

## Skills

People Leadership

Communication

Product Marketing

Product Mgmt

Agile

Strategy

HTML/CSS/JS

Python/Ruby

Java/C/C++

CI/CD

AWS

Solution Design

User Testing

Event Marketing

Digital Marketing

Google Analytics