WILLIAM W. WHATLEY
CTO/ SYSTEM ARCHITECT
Entrepreneur | Technologist | Leader

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PERSONAL PROFILE

I am passionately curious about innovative technologies, business, teaching, and a sustainable future. I live a life guided agilely in principle, with open lenses and mind towards solving problems--I'm rooted in the belief that continued self-development is one of the most important virtues; as times change and problems are solved, more issues to fix emerge. I commit to a life of problem solving.

- Results driven thought leader with experience in assembling, cultivating, and managing breakthrough-performance teams.

- Programmatic engineering expertise utilizing the latest technologies such as React Native, React.JS, Node.JS, and AWS Cloud infrastructure.

- Deep understanding of efficient usability practices and ideating design structures with the end user in mind.

- Well-versed in agile software development methodologies, from conception to execution, iteration, to product release.

CORE COMPETENCIES

Management: Leadership, execution, marketing, sales, team building, public speaking, product ideation, radical candor, product/system design, Agile methodologies, Scrum.

IT Solutions: AWS Cloud infrastructure (EC2, S3, CloudFront, RDS), JavaScript, TypeScript, React Native, React.JS, Vue.JS, Gatsby.JS, Electron.JS, Node.JS, MongoDB, MySQL, RESTFUL API, GraphQL, Redux, Flutter, Docker, Firebase, Git, Github

* Currently learning how to harness the power of Quantum computation with IBM's Q Experience and Microsoft's Q#.

LEADERSHIP

URBANCROP Georgia   **2018 –**
UrbanCrop connects consumers to growers by enabling organizations and individuals alike to launch virtual micro-hubs, which facilitates the advertising, management, transactions, and distribution of local food products to local communities. In turn, this provides vendors with new ways to generate streams of revenue through innovative marketing mechanics and effectively creates a hyper-localized supply chain in urban environments.

Chief Executive Officer and System Architect
We are driven by the desire to provide a distribution model which results in hyper-localization of the consumption of produce, and a reduction in climate impact caused by the unnecessary purchases of foods originating from potentially hundreds or thousands of miles (food miles) away. It's clear there is great potential for the realization of hyper-localization and the associated environmental, health, and social benefits.

FeedForward, INC Tampa, FL   **2018 –**
FeedForward is a medical learning platform, which creates an efficient and streamlined approach to medical evaluations from learner to attending in medical universities. Founded by verteran academic medical doctors,

FeedForward bridges the gap that exists today when aggregating and collecting data on how medical learners are performing during their clinical rotations. Currently FeedForward is being used in the University of South Florida's school of medicine as part of our strategic stage one testing rollout.

Chief Technology Officer and System Architect
As Chief Technology Officer for FeedForward, I conceptualize, lead, and organize the upward trajectory for the company and its technologies--I'm charged with leading teams of designers and engineers and ensuring that our features and products are aligned with meeting the needs of our stakeholders; namely healthcare professionals in medical programs.
I architected the system from its minimum viable product and executed the development of the platform. Currently, I oversee the stage one testing and implementation in the University of Florida's school of medicine.

CATATEK, LLC Tampa, FL   **2016 –**
Catatek (Catalyst Technologies) provides technologist services to various organizations and startups--we specialize in product conception, UI/UX design, and utilize cutting-edge technologies to provide value to non-technical founders and startups.

Currently, Catatek manages over 60,000 users between all platforms that were architected, designed, and developed.

President, Developer, and Director
In 2016, I founded Catatek with the idea in mind of bringing my technical skill set to design and develop SaaS products for organizations. Shortly after, we acquired a contract for the development of a proprietary learning management system (LMS) for a continuing education licensing company with over 50,000 users. I designed, architected, developed, and managed a team of contractors in order to meet the needs of the organization. To date, we've increased conversion by 10% from their existing platform, which has resulted in the generation of over $1M in revenue this year. In addition, I've conceptualized and implemented SaaS platforms for a proprietary video-streaming service, and the medical e-learning software, FeedForward, which I currently serve an active role in.

LANGUAGES

English (Native or bilingual proficiency); **Spanish** (Tested as B2: INTERMEDIATE/ADVANCED proficiency);

INTERESTS

new technologies, sustainability, quantum computation, space, cooking, traveling, culture, people,

VOLUNTEER WORK

PINELLAS EDUCATION FOUNDATION St. Petersburg, FL.   **2017 –**
The Pinellas Education Foundation is a county-wide program implemented in public high schools for the core purpose of training and developing the next generation of tech stars and business leaders in America. Through the involvement of business community mentors, this program allows leaders in Technology to inspire the next generation by sharing real world experience and fostering young talent to stretch beyond programming.

Mentor & Judge
As a mentor for the Pinellas County Education Foundation program, Next Generation Tech. With the collaborative assistance of variously skilled and experienced industry leaders, the mentor team is responsible for contributing structure to high school students' software projects. We assist in teaching the students Agile and Waterfall software development methodologies, UI/UX design, market validation, business structure, brand techniques, execution of tasks, and presentation skills.