

JOHNNY DEAN, PMP

www.johnny.blue

(858) 227-4859

johnnydeanblue@gmail.com

X (Twitter): [@johnnydean](https://twitter.com/johnnydean)

Award-Winning Career in Ecommerce, Engineering, Artificial Intelligence (AI/ML), and Marketing.



Successful AI/ML **Startup** (acquired)

Founder and CEO of an ecommerce AI/ML startup utilizing complex data & social media API. **Acquired by NBC** (2010).



Chief Technology Officer (**CTO**)

Experienced CTO Consultant to various agencies (10+), startups (20+), SMBs (30+) on web technologies and hands-on development..



Award-Winning **Engineer**

Veteran software/web Engineer in ecommerce, Artificial Intelligence (AI/ML), marketing, and enterprise architecture.



Certified "PMP" (**400+** Projects)

Certified PMP (since 2008) *Project Management Professional*. Worked on projects in corporate, startups, agencies, SMB.

When it comes to the internet industry I'm a rockstar and an industry expert in Enterprise Ecommerce (high-traffic), **Artificial Intelligence** (AI/ML), Targeted Marketing, and hands-on Engineering (software, web, apps).

I was the **CEO** & Founder of an artificial intelligence (AI/ML) startup that analyzed user social data to personalize and recommend ecommerce products to online customers. Company **acquired** by NBC (2010).

Since 2013, I've been working as a **CTO & AI/ML Engineering Consultant** to startups and corporate projects on enterprise technologies, AI/ML, LLM, ecommerce, web development (hands-on), user targeted marketing, project management, and developed 500+ models & algorithms.

Johnny

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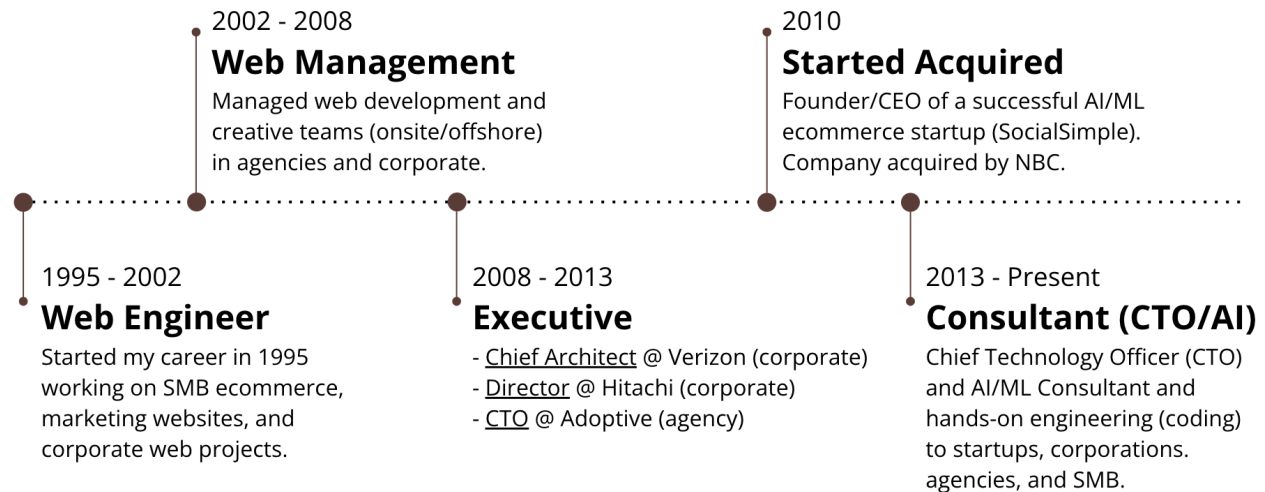
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CAREER HISTORY



2013 - Present

CTO CONSULTANT & AI/ML Engineering @ Ideablue, LLC *(freelance)*

1995 - 2013

CTO / CHIEF TECHNOLOGY OFFICER @ Adoptive *(agency, creative)*

CHIEF ARCHITECT, Enterprise Technologies @ Verizon Communications *(corporate)*

CEO / STARTUP FOUNDER & CTO @ SocialSimple, LLC *(startup, AI/ML)*

DIRECTOR, Enterprise Web Solutions @ Hitachi, Ltd. *(corporate)*

DIRECTOR, Web Development & Creative @ Interactivate, Inc. *(agency, digital)*

SR. MANAGER, Web Development & Creative @ Modern Postcard *(agency, print)*

SR. MANAGER, Web Development & Marketing @ ViaSat, Inc. *(corporate)*

LEAD ENGINEER & Product Evangelist @ Miva, Inc. *(SMB, ecomm)*

WEB DEVELOPER @ Varigon, Inc. *(SMB, tech)*

pre 1995

CAPTAIN & PROFESSIONAL SURFER @ California Surfing Assoc. *(pro sports)*

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CAREER PROJECTS (400+)

(partial list)



Chief Technology Officer (Consultant)

Bitewell.com: startup (health) — **Impact Networking**: digital agency. — **Cox BLUE**: corporate marketing portal. — **TheMighty.com**: health community. — **ViewBug.com**: startup (media). — **Bundoo.com**: startup (health). — **Adoptive**: CTO @ marketing agency. — **ATN Trading**: ecommerce (B2B). — **TheWrap.com**: Hollywood news magazine. — **Dr. Fuhrman**: health and nutrition (ecommerce). — **CleanPlates.com**: author (ecommerce). — **WR1**: startup (media). — **Rollerr**: startup (video) — **GoDeed**: startup (community). — **GoEnnounce**: startup (education).

Management (Executive)

SocialSimple: CEO @ A.I. app (ecommerce). — **Adoptive**: CTO @ marketing agency. — **Bitewell.com**: CTO @ startup (health) — **Hitachi: Enterprise Portal**: global support portal (corporate). — **Verizon: vCommons**: enterprise social tools (corporate). — **Hitachi: IT Integrations**: various projects (corporate). — **Verizon: Enterprise 2.0**: streamline and upgrade enterprise wide technologies (corporate). — **Impact Networking** (digital agency): client portfolio management (100+ clients). — **Hitachi: Azlea Enterprise**: high tech enterprise portal (corporate). — **Hitachi AIM**: Access Identity Management (corporate). — **TheMighty.com**: health community. — **TheWrap.com**: Hollywood news magazine. — **Verizon Blogs**: enterprise social tools (corporate). — **Modern Postcard: NEMO**: automated ecommerce integrations (agency). — **Modern Postcard: VDP**: automated Variable Data Printing (agency). — **Adoptive** (marketing agency): client portfolio management (40+ clients). — **Interactivate** (digital agency): client portfolio management (100+ clients). — **ViaSat**: 30+ projects (corporate).

Creative & Branding (Marketing)

WalMart: corporate (branding). — **Wolfgang Puck**: restaurant chain (website). — **Macy's**: corporate (technology branding). — **Bundoo.com**: health startup (branding). — **Yale Medicine**: education (technology marketing). — **Jenny Craig**: fitness brand (website). — **Sunkist**: produce brand (website). — **Jiffy Lube**: ecommerce (targeted marketing). — **Avery Dennison**:

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ecommerce (targeted marketing). — **Irvine Ranch**: real estate (website). — **John Laing Homes**: real estate (website). — **Lyon Homes**: real estate (website). — **Kapalua**: travel (website). — **Avocado.org**: produce brand (website). — **FastFrames**: franchise (ecommerce).



Engineer (hands-on development)

Social Simple: A.I. app (ecommerce). — **OLEN A.I.**: A.I. app (marketing). — **Uppertag**: A.I. app (marketing). — **Cox Communications**: corporate projects. — **Comcast**: corporate projects. — **Hewlett-Packard**: corporate projects. — **Miva Merchant**: ecommerce platform (B2C). — **Miva NOW**: ecommerce app (B2B). — **Cox BLUE**: corporate marketing portal. — **Qualcomm**: corporate app store. — **PwC**: corporate projects. — **Sapient**: corporate projects. — **Pizza Hut**: ecommerce apps (B2C). — **eBay**: ecommerce consultant (B2C). — **Microsoft (Razorfish)**: social media apps. — **Dell**: ecommerce consultant (B2C). — **Honeywell**: ecommerce consultant (B2B). — **FourSquare**: ecommerce consultant (B2C). — **WebPoint**: NSA-approved extranet. — **PayPal**: ecommerce consultant (B2C). — **MassChallenge**: incubator projects. — **Dropcast.us**: mobile app (mapping). — **Ecolab**: ecommerce consultant (B2B). — **MP3 Factory Direct**: ecommerce (B2C). — **VEEO Ecommerce**: ecommerce (B2B). — **Spruce**: corporate projects. — **ViewBug.com**: startup (media). — **Bundoo.com**: startup (health). — **ATN Trading**: ecommerce (B2B). — **TheWrap.com**: Hollywood news magazine. — **Penguin Publishing**: ecommerce consultant (B2C). — **Varigon, Inc.**: SMB projects. — **ModulesEngine**: plugin app (RAD). — **CleanPlates.com**: author (ecommerce). — **Dr. Fuhrman**: health and nutrition (ecommerce). — **KFKI Systems**: corporate projects. — **WordPress**: various projects (100+). — **Drupal**: various projects (40+).

Continued

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PROFESSIONAL RECOMMENDATIONS (35+)

(partial list)

*“tremendous asset in **strategic leadership** and technological vision”*

– Supervisor

*“self motivating and **extremely knowledgeable** in all things web-related”*

– Supervisor

*“demonstrates that you and I, the end users, are his **number one priority**”*

– Colleague

*“He could **synthesize an entire web architecture** almost intuitively”*

– Colleague

*“technically savvy, also has a **strong business sense**, a terrific combination”*

– Recruiter

*“**He's a visionary** who turns complicated & mundane into inspiring and simple”*

– Vendor

PROFESSIONAL EDUCATION

1992 – 1996 **San Diego Mesa College** Mechanical Engineering San Diego, CA

2008 – 2009 **U.C. San Diego (UCSD)** Certified “PMP” Certificate San Diego, CA

PERSONAL INTERESTS

Father. Minimalist. California native. Ex-Pro Surfer. Avid Runner. Self-Made Millionaire. Math geek. Harry Potter fan. Advocate for Disabilities Awareness and the Homeless