

Mark Middleton

Software Engineering Manager

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Effective leader with decades of experience in growing and nurturing values-driven technology teams.

Strategic Technical Director offering extensive experience in building and delivering complex systems.

Strong background in security policy and regulatory controls in the web-development and ecommerce industry.

PROFESSIONAL EXPERIENCE

Chief Technology Officer

Hoopla Global, Portland, OR, 2018–2019

I managed the planning, architecture, development and implementation of a custom global logistics system, “Hooplagistics”. Our team planned, developed and deployed technology to make shipping to China a simple and painless process.

- Managed the build and deployment of all company technology.
- Worked with developers in China to deploy systems with extraordinary privacy and security restrictions.
- As a member of a startup, wore many hats and served in a variety of roles.

Director of People and Culture

GRAYBOX, Portland, OR, 2017–2018

As the first Director of People and Culture at GRAYBOX, I helped develop the role and built the framework to best serve the staff and meet the company's goals.

- Responsible for building and maintaining a values-driven culture.
- Coordinated the employee engagement measurement and response.
- In charge of all recruiting, employee onboarding, continuing education and training and offboarding.
- Directed the management of social media and company reputation.
- Organized and managed community thought-leadership events.

SKILLS

Team Building & Leadership

Technical Architecture

Coaching and Mentoring

Human resources

Project Management

Staff Training and Development

Workflow Planning

Product Development

Change Implementation

Account Management

HIGHLIGHTS

Built and managed team of 30 web developers while growing GRAYBOX from 5 to 50 employees over 4 years

Designed and implemented workflows and organizational process changes during key phases of company growth

Architected dozens of technology solutions in a variety of industries over 20 years of web development work

Designed Professional Development and Training Program for ongoing education of technology professionals

Community Involvement

Mark and Toddcast – Podcast Co-Host

Veterans in Technology – Speaker

Anawim Community – Group Leader

SMYRC – Drop-in Volunteer

OMSI – Volunteer Submarine Tour Guide

Mentor and Advisor to Junior Developers

Technical Director and Senior Developer

GRAYBOX, Portland, OR, 2013–2017

I managed the architecture, solution design and delivery of dozens of technical projects ranging from small informational brochure websites, to large-scale applications with Mentor Graphics and other enterprise clients.

- Helped grow the business from a 4-person boutique web shop to a \$6 million a year digital agency.
- Developed and implemented software development workflows.
- Recruited, hired and mentored junior software developers.
- Established company continuing training program.

Technical Director and Senior Developer

Refer.com, Lake Oswego, OR, 2011–2013

As the leader of technology for Refer.com (formerly Trusted Team), I designed the architecture and infrastructure for the online application to be highly deliverable, scalable and to serve thousands of concurrent users.

- Bootstrapped the company from idea to more than 5000 customers.
- Responsible for the development and delivery of the core product.
- Technical architect of the online SaaS platform.
- Coordinated development within a lean, budget-conscious environment through successful acquisition.

Technical Director and Senior Developer

Humanity Unites Brilliance (HUB), Culver City, CA, 2007–2010

Initially, I was the sole web developer and architect. Over 3 years, I built a team to architect, deploy and maintain a Multi-Level-Marketing (MLM) online system for the management of the company's products, services and 5000+ independent distributors.

- Managed web application development with limited budget, extreme deadlines and shifting business requirements.
- Built a team of values-driven development and support engineers.
- Technical strategist responsible for the discovery, design and delivery of an expansive suite of online systems.

Developer and Co-Founder

Whirled Web, LLC, Vancouver, WA, 2001–2006

I built a small, exciting web firm with a portfolio of websites and custom systems built for a host of different industries. Our clients included Bob's Red Mill, Yoshida, Nike, Sony BMG, Capital Records and MTV.

- Built custom web applications for a variety of clients across many industries.
- Developed technology training program for staff.
- Able to consult with clients at all levels of technical understanding. Often translating highly complex requirements with business leaders who had little experience with databases, infrastructures or other digital properties.

Endorsements

“Mark is profoundly generous with his knowledge and experience, both of which are substantial. He is a natural leader who lifts up those around him and brings people together...”

-Ryan Apking
Developer

“What can you say about Mark but what an incredible talent. As an IT person Mark has the ability to dig right down in the details as a developer and jump right back to the 10,000 foot level as an Architect. But he's not just a technical guy. He has excellent communication skills and can relate to people at their level be it technical or non-technical.”

-Greg Stinson
Business Growth Strategist

“...when Mark has been hired to build a team at a company, it's a team that a waft of talented developers want to be a part of because it's known that you will get challenged and pushed to be your best.”

-Brett Moore
Developer

“Mark Middleton is a tech mensch. I had the pleasure of working with Mark on all stages of the development of our highly complex and custom e-learning site and I honestly can't imagine having the success that we experienced without his key role in the project. Although he worked for our contracted web development company, the support Mark provided was as if we had our own CTO. With a balance of crack dev ops chops, big picture project view, positive people management skills, and creative solutions kung fu, he's a rare find in today's tech services landscape. If you have the good fortune of working with Mark, you'll know why I recommend him without hesitation.”

-Sol Crawford
Owner, Datura Online

References available upon request