Joey deVilla

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- **Technology blog:** globalnerdy.com
- **LinkedIn:** linkedin.com/in/joeydevilla
- **GitHub:** github.com/AccordionGuy/
- **Stack Overflow:** stackoverflow.com/users/216/joey-devilla

Summary

- Trusted technical evangelist with a strong track record of community building.
- Mobile technology consultant with experience helping enterprises manage their communications technologies, particularly data networking and mobile devices.
- Seasoned developer currently working on iOS, Android, and web applications.
- Widely-read blogger with 15 years' experience and 35 million pageviews.
- Skilled technical writer with graphic design and video/audio production skills.
- Dynamic speaker and presenter, comfortable in front of an audience, a camera or a microphone.
- Rock accordion/keyboard player with stage, studio, and live television experience.

Experience

Technology Evangelist
Smartrac (Tampa / Baltimore)
October 2016 – February 2017

Smartrac is pivoting from solely manufacturing RFID tags and inlays to building an integrated RFID/cloud software solution to seamlessly connect real-world objects to their digital representations and associated data. As Technology Evangelist, I was a member of the product management team for the Smart Cosmos platform, and accomplished the following:

- **Promoted Smartrac to various technical and non-technical audiences,** specifically business and technical decision-makers at prospective partners and clients in the medical, supply chain management, and retail industries.
- **Liaised with developers at partner organizations** (including Catalyst, Blue Bite, and Temera) who build solutions that integrate with the Smart Cosmos platform.
- **Wrote documentation and example code for the Smart Cosmos Objects,** the data virtualization platform that forms the basis of many of its upcoming products.
- **Gathered requirements from key stakeholder partners for Lifecycles,** Smartrac's hardware/cloud solution for "enabling" products at their point of manufacture with RFID inlays for tracking and anti-counterfeiting.
- **Presented the Lifecycles solution at the Smartrac booth at "Retail's Big Show 2016",** the National Retail Federation's flagship conference held in January 2016. The presentations were by appointment only and limited to representatives of a small number of select high-end retailers.
- **Developed drafts of articles for the Smart Cosmos technology blog,** a tech that currently is on hiatus. I also promoted Smartrac on my own blog and social media channels while awaiting the completion of the Smart Cosmos technology blog.

- **Spoke for Smartrac on TechCrunch's *Technotopia* podcast,** as a last-minute guest of *TechCrunch's* East Coast editor, John Biggs. This appearance doubled the number of mentions of Smartrac in *TechCrunch*.
- **Brought a major prospective customer ($100M revenue in 2016) to Smartrac** for an initial meeting.

Mobile Development Army of One
My Own Bad Self (Tampa)
November 2013 - present

In my spare time, to keep my hand in "the programming game", I take on mobile app development side projects for people with interesting app ideas. My primary development platform is iOS, although I can also develop Android apps, as well as cross-platform apps using Xamarin. Recent projects include:

- ***Aspirations Winery's Wine Crush:*** A free iOS app written to promote a friend's winery and wine shop in Clearwater, Florida. It's a wine-themed game in the style of Candy Crush, and a promotional tool that other wineries won't have. It's available for free on the App Store. Unlike other free games, there aren't any "poison pills" to extract money from players — this game's just about simple, unadulterated fun.
- ***Mind Quieting,*** an audio player that guides the user through mind quieting exercises developed by Dr. Alan Banack, a Toronto-based psychotherapist, and based on techniques developed over years of working with patients to help counter stress.

Editor, *Global Nerdy*
August 2006 — present

Global Nerdy is my technology and software development blog, to which I have been posting articles and tutorials since 2006. Since its inception, it has received nearly 8.7 million pageviews.

Organizer, Tampa iOS Meetup
November 2015 — present

Tampa iOS Meetup is a regular gathering for iOS developers in the Tampa Bay area to discuss and present iOS development techniques. I have also led iOS development tutorials at the Iron Yard (a software development "boot camp"-style school in St. Petersburg) and the Tampa BarCamp "unconference".

Platform Evangelist / Partner Technical Analyst
GSG (Tampa / Concord, Massachusetts)
March 2014 – September 2016

GSG's SaaS platform and services enable enterprises to manage all aspects of their fixed and mobile communications environment, such as inventory, procurement of services and devices, and management of users, accounts and expenses. They sell their services through partners, from small, specialized technology firms to global companies including IBM, Unisys, Honeywell, and Stefanini. My role encompassed both technical and communications tasks, which have included:

- **Communications and technical specialist on IBM's NICO team.** NICO (Network Infrastructure Cost Optimization) is a joint IBM/GSG project that provides a comprehensive network audit, optimization, and cost reduction service for large enterprises. Achievements include:
  - Designing and overseeing the development of NICO Quick Assess, an online assessment for performing quick evaluations of an enterprise's network infrastructure.
  - Writing, producing, and narrating the official NICO promotional video.
  - Designing sell sheets and other promotional material for NICO.

- **Creating all sales and marketing materials for both GSG and its channel partners.** These include presentations, case studies, white papers, sell sheets, videos, and even mobile applications.
- **Managing and growing GSG's online presence, which included:**
  - Overseeing the redesign of the web site in 2014.
  - Maintaining the site's content, which includes posting regular articles on the company blog.
  - Maintaining the company's social media presence with regular posts on various services, including LinkedIn (increased followers from 300 to over 1,500), Facebook, and Twitter (increased followers from 100 to 1,100).
  - Creating promotional and informational videos on the company's YouTube channel
- **Creating documentation and training material for GSG's SaaS applications,** such as written documentation, demo scripts, and training videos.
- **Writing and hosting joint presentations and webinars with channel partners,** such as Honeywell and Pomeroy.

Chief Technology Officer
Comprehensive Technology Solutions (Toronto)
September 2012 – October 2013

- **Developed "BYOD in a Box" and "CL in a Box":** Turnkey solutions to help small- and medium-sized businesses manage their BYOD ("Bring Your Own Device") and CL (corporate-liable) mobile devices. Both packages comprised a number of coordinated outsourced solutions and services to meet BYOD and CL needs, including MDM (mobile device management), TEM (telecom expense management), device inventory, and help desk.
- **Designed processes and support software** to:
  - Streamline the process of moving an enterprise's employees from corporate-liable mobile devices to individual-liable ones.
  - Perform a suite of tests on iOS and Android devices to confirm that they were in proper working order for recycling and buy-back.
- **Led a mobile needs assessment for a Canadian energy company.** This involved on-site visits to their head office in Calgary and their drill site in northern Alberta, interviewing two dozen stakeholder groups in the organization, convening with their IT department, and producing a full report complete with recommendations for increased productivity and cost savings.
- **Wrote customer-facing documents,** including:
  - The first draft of a guide to help enterprise devise mobile device policies for their employees.
  - *The BYOD Baker's Dozen,* a white paper listing tips for businesses who want to implement a BYOD program.
  - A number of sell sheets for various Rogers managed communications services.

Platform Evangelist
Shopify (Toronto / Ottawa)
May 2011 – May 2012

- **Promoted Shopify to three major audiences:** merchants who were considering using Shopify to host their ecommerce sites, developers who were considering development of apps for Shopify stores and designers who were considering developing store themes.
- **Managed the Shopify Fund,** a $1 million fund used to encourage developers to build apps of the Shopify platform.
- **Edited and wrote for Shopify's technology blog,** whose primary audience was developers and designers building apps and themes on the Shopify platform.
- **Rewrote documentation** for the Shopify ecommerce API.

- **Represented Shopify on the 2011 BarCamp Tour,** a multi-city tour run by Shopify and four other startups that sponsored and actively participated in nine BarCamp "unconferences" across the United States.

Developer Evangelist
Microsoft (Toronto)
October 2008 – April 2011

- **Promoted Microsoft developer technologies** to both "friendly" (Microsoft-using) and "unfriendly" audiences, with a focus on web, mobile, and cloud platforms.
- **Developed example code and demonstrations in C# and Visual Basic** for a number of Microsoft platforms, especially Windows 7, ASP.NET MVC, Windows Mobile/Phone, and Xbox 360.
- **Designated as a member of the "Windows Phone 7 Champ" team,** with the mandate of getting early developer adopters during Windows Phone's beta period, and to promote Windows Phone 7 development to breadth developers.
- **Editor of the Canadian edition of *MSDN Flash*,** Microsoft's developer newsletter emailed every two weeks to 48,000 subscribers across Canada.
- **Microsoft Canada's most prolific blogger,** blogging at the developer blog Canadian Developer Connection, and having written almost 750 articles from January 2009 through April 2011.
- **Track lead for the TechDays 2009 and 2010 cross-Canada conference series;** overseeing one of the developer tracks in 2009, and both developer tracks in 2010.
- **Writer and co-host of *Developer Jr.,*** a show for children ages 9 – 14 that showed them how to make the most of the Microsoft technology in their lives. [View the premiere episode]

Nerd Wrangler / Technical Project Manager
b5media (Toronto)
March 2008 – September 2008

- **Coordinated the activities of the b5 development team** in building and maintaining its blog network, a Wordpress-based custom blogging system supporting over 300 blogs.
- **Developed the specification for Textpods,** a self-serve system that allows small-budget advertisers to purchase text-link advertising on b5's blogs.
- **Reviewed, triaged and prioritized** of all outstanding projects.
- **Developed utilities in Ruby** to automate the process of checking the entire set of b5's blogs for the presence of important components such as advertising, web statistics codes and blogrolls.

Senior Developer
TSOT (Toronto)
November 2007 – March 2008

- **Co-led the Ruby on Rails development teams for FraternityLive and SororityLive.** Facebook-like web applications for college students in "Greek organizations".
- **Spearheaded the efforts to build and improve** project documentation and product management.
- **Hosted and performed the "opening monologue" for TSOT's Ruby/Rails Project Night,** a monthly "show and tell" gathering where local Ruby/Rails developers made presentations of their Ruby/Rails projects or a Ruby/Rails feature or technique.

Technical Evangelist
Tucows (Toronto)
July 2003 – November 2007

- **Promoted Tucows' APIs and services** to developers and the technical press.
- **Assisted developers in building custom software** with Tucows APIs and services.
- **Initiated projects to create easier-to-use client code libraries for the Tucows API** (C# / PHP / Python / Ruby) and wrote and tested Windows ports of the their Client Code Suite (PHP).
- **Wrote documentation and tutorials for several Tucows APIs and services** including Blogware user manuals, installation and usage guides for the Client Code Suite, a series of articles covering the API of OpenSRS (Tucows' domain name registration service) and white papers describing Tucows' services.
- **Created, edited and wrote the Tucows developer blog *The Farm,*** which featured articles and podcasts covering the Tucows platform, the domain name industry, web development and technology news. Peak readership: 30,000 pageviews/month.
- **Spokesperson for Tucows** in local and national television interviews, industry conferences and gatherings for ISPs and developers, and my blogs.

Chief Programmer
My Own Bad Self (Toronto)
January 2002 – July 2003

- **Designed and developed custom applications for clients** using a number of tools including C# and VBScript (Windows desktop and ASP.NET applications), PHP, and NSBasic (a Basic-like language for PalmPilot-compatible devices).

Director of Developer Relations
OpenCola (San Francisco / Toronto)
January 2000 – July 2003

- **Promoted the OpenCola platform** (an application and platform that enabled recommendation-based search and file sharing through a peer-to-peer network) to developers and the technical press.
- **Developed applications** including:
  o Colavision (as Team Leader), OpenCola's first released application, which scoured GnutellaNet for video and audio files and rebroadcast them using Windows Streaming Server.
  o OpenCola P2P file share/search client v1 and v2, in Visual Basic and C++.
- **Wrote technical and user documentation** for various OpenCola applications.
- **Speaker for OpenCola** at various industry conferences and gatherings including the Intel P2P Conference, Microsoft's 2001 mini-P2P conference in Redmond, O'Reilly's first P2P conference and DefCon 2000 and 2001.

Chief Technical Officer
datapanik software systems (Toronto)
November 1997 – January 2000

- Designed and developed custom business desktop applications for clients, including:
  o **Shopping Directory on CD-ROM, 1998 and 1999 Editions:** An encyclopedic directory of every shopping center in the United States built for National Research Bureau (NRB) in Chicago, built using Visual Basic, Access, and custom scripts to convert NRB's DBase files.
  o **HPS Training System:** An athlete progress-tracking system designed for High Performance Specialists, a training facility for elite athletes including the Toronto Maple

Leafs, Canadian Olympic ski and figure skating teams and the Royal Canadian Ballet, built using Visual Basic.

- o **Interactive CD content** for UK artist Tom Robinson's 1996 album, "Having it Both Ways". and Quebec artist Jorane's 1999 album "Vent Fou".

Chief Programmer
Mackerel Interactive Media (Toronto)
March 1995 – March 1997

- **Developed and led development teams for CD-ROM and Shockwave applications** for various clients including Dairy Farmers of Ontario, EMI Records and Toyota with Macromedia Director.

Education
Queen's University, Kingston, Ontario Canada
Earned a B.Sc. in Computer Science.