Joey deVilla

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- **Technology blog:** globalnerdy.com
- **LinkedIn:** linkedin.com/in/joeydevilla
- **Twitter:** @AccordionGuy
- **Stack Overflow developer story:** https://stackoverflow.com/users/story/216
- **GitHub:** github.com/AccordionGuy/

Summary

- **Trusted technology evangelist** with a strong track record of community building.
- **Widely-read blogger** with 15 years' experience and 36 million pageviews.
- **Social media specialist** with almost 11,000 Twitter followers and a 75+ LinkedIn social selling index.
- **Skilled writer** with the ability to address both technical and non-technical audiences.
- **Graphic designer** experienced in creating graphics for print, digital, and interactive media.
- **Dynamic speaker and presenter,** comfortable in front of an audience, a camera, or a microphone.
- **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. In the first half of 2017, I have written applications in these languages: **C#, Objective-C, Java, JavaScript, Kotlin, Python, Ruby,** and **Swift.**
- **Rock accordion/keyboard player** with stage, studio, and live television experience.

Experience

Mobile Development Army of One
Personal mobile development consultancy (Tampa)
November 2013 - present

My "side hustle" is taking on mobile app development side projects for people with interesting app ideas. My primary development platform is iOS, although I can also develop for Android apps, as well as cross-platform apps using Xamarin. Recent projects include:

- **iOS app contract development work** with Big Fish, a Tampa-based mobile developer.
- **Prototype Trucker App:** An app that help truckers find truck stops in North America and information about those stops. Watch the demo video here.
- **Tampa iOS Meetup:** A monthly meetup group where I teach new developers or experienced developers new to iOS how to program iPhone, iPad, Apple TV, and Apple Watch apps.
- ***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.

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

I assisted Smartrac in their pivot from RFID tag/inlay manufacturer to provider of an integrated RFID/cloud software solution to seamlessly connect real-world objects to their digital representations. As Technology Evangelist, I was a member of the product management team for the Smart Cosmos platform, and accomplished the following:

- **Brought a major prospective customer ($100M revenue in 2016) to Smartrac** for an initial meeting.
- **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.
- **Provided technical information to 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 *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 (*Global Nerdy*) 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*.

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

In this role, I was effectively the marketing director at GSG, creating all the messaging and sales materials for the enterprise communications services specialist. GSG sells its services through partners, from small, specialized technology firms to global companies including IBM, Unisys, Honeywell, and Stefanini, and I either assisted with or directly created their marketing material for GSG offerings. My notable achievements at GSG were:

- **Taking over as 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. My work with IBM included:
  - 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.

- o   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:**
  - o   Overseeing the redesign of the web site in 2014.
  - o   Maintaining the site's content, which includes posting regular articles on the company blog.
  - o   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).
  - o   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

Working from a permanently booked meeting room at the headquarters of Rogers Communications (the Canadian equivalent of Time-Warner) as outside consultants, CTS was effectively the organization's managed mobility services department. We provided Rogers with their initial offerings to enterprises that wanted to better manage their corporate- and employee-liable mobile devices used for work, which included:

- **"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.
- **Processes and support software** to:
  - o   Streamline the process of moving an enterprise's employees from corporate-liable mobile devices to individual-liable ones.
  - o   Perform a suite of tests on iOS and Android devices to confirm that they were in proper working order for recycling and buy-back.
- **Performing 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.
- **Creating customer-facing documents,** including:
  - o   A guide to help enterprise devise mobile device policies for their employees.
  - o   *The BYOD Baker's Dozen,* a white paper listing tips for businesses who want to implement a BYOD program.
  - o   Sell sheets for various Rogers managed communications services.

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

While I was working at Microsoft as a developer evangelist, Shopify contacted me, asking for advice on finding developer evangelists of their own. I replied with a "what to look for" email and ended up with a job offer. During my time there, I helped raise the company's profile not just

among developers, but customers as well, through overseeing the first major programs aimed at Shopify app developers, and representing Shopify on a cross-country startup tour. While there, I:

- **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

When Microsoft Canada needed a developer evangelist with a following of developers who normally *didn't* use Microsoft programming tools or languages, they hired me. As their "square peg in a round hole," I evangelized web and mobile development and helped "win over" developers who originally had strong negative opinions of Microsoft. My strong advocacy of mobile development led me to being selected for a special team of "Champs" that would have early access to and promote Windows Phone 7. As a developer evangelist at Microsoft, I:

- **Promoted Microsoft developer technologies** to "friendly" (Microsoft-using) and "unfriendly" (Microsoft-avoiding) developer audiences, with a focus on web, mobile, and cloud platforms.
- **Edited the Canadian edition of *MSDN Flash*,** Microsoft's developer newsletter emailed every two weeks to 48,000 subscribers across Canada.
- **Became Microsoft Canada's most prolific blogger** by writing almost 750 articles between from January 2009 and May 2011 for *Canadian Developer Connection*.
- **Wrote and co-hosted *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]
- **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. You can see some of the results of this promotion in this video.
- **Helped organize and led tracks at the TechDays cross-Canada conference series.** I led one of the developer tracks in 2010, and both developer tracks in 2011.
- **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.

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