Joe Wadcan

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Summary: Ruby/Rails instructor & Berkeley MBA, with heavy startup experience, interested in Bay Area opportunities.

Work experience:

Calico   **January 2013 - Present**

Founder and Solo Programmer (www.calico.io)
- Use customer development testing to identify and prototype front- and back-end features.
- Implement and code back-end features on Ruby/Rails/Mongo stack, front-end using Bootstrap.
- Run all user cohort testing, communications, and support with small group of beta testers (<100).

UC Berkeley   **September 2012 - Present**

Independent Instructor for 'Learn to Code for MBAs'
- Created course content and led in-class sessions teaching programming basics to Haas MBAs.
- Continue to lead the workshop at UC Berkeley and expansion to SF State University in Fall 2013.

Javelin Venture Partners   **Summer 2011**

Summer Associate
- Led strategic projects for Seed/SeriesA funded portfolio companies, Sociable, Rixty, and Overstat.
- Identified prospective investments, providing technical/market research on $250K-$4M deal flow.

Citigroup   **2006 – 2010**

SVP, Emerging Communications Manager   2009 – 2010
- Managed two direct reports, as youngest SVP within Citigroup North America.
- Served as the 'social evangelist', driving internal awareness of Citi's social collaboration strategy.
- Spearheaded communications for internal startup, Citi 2.0, a company-wide collaboration platform.
    o Platform has grown from six to 15,000 users, boosting employee engagement and productivity.
    o Successful employee pilot has created a new division with $2.8M in annual spend.

VP, Internal Web Communications   2008 – 2009
- Championed social media tools, leading live-webcast training for entire 300 person global function.
- Partnered with Omniture to consolidate web analytics, reducing expenses by $180K in 2010.

Consulting experience:

New Valley Group, LLC   **January 2013 - Present**

Principal Technical Consultant
- Work with clients directly to deliver custom designed e-commerce sites (iliworld.com, rhize.com).
- Optimize email marketing, run all search & social ad campaigns, and report on web analytics.

Project ORBIS International   **Fall 2005**

Market Entry Consultant (Hong Kong & Macau, China)
- Led initial expansion of nonprofit fund-raising to Macau region, now generating $500K in donations.
- Identified new local hires, fund-raising targets, and coordinated entry with ORBIS HQ.

Education:

University of California at Berkeley   **2012**

Masters of Business Administration -- Haas School of Business
- Co-President of Entrepreneurs Association, coordinating largest Haas group of 400 members.
- Graduate Student Instructor for Intro to Entrepreneurship and Life As An Entrepreneur courses

Rochester Institute of Technology   **2006**

B.S. Business Administration – Saunders College of Business
- Co-Founder and CEO of RIT's first student entrepreneurship club, grown to 40 members in 2006.
- Originally majored in Computer Science, and co-founded a search engine CoFu.

Technical Skills: Basic proficiency with HTML, CSS, JS, Ruby/Rails, Ubuntu, Git/Github, RSpec, and REST APIs.
Interests: Belgian-style craft homebrewing, snowboarding, ocean kayaking, and bouldering.