

Glenn Stovall

Full-Stack Engineer, Consultant, Author, Mentor

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Profile

A Developer That Will Get Along with Sales & Marketing

I'm a developer that's exclusively focused on using my technical abilities to provide business value and deliver an ROI. I've worked on product management as well as building assets & infrastructure for marketing departments. Unlike other developers, who exclusively focus on code quality, I also work to ensure the final software deliverables provide business value.

Experience

Consultant, Concordant Solutions – November 2012 – Present

I worked with multiple startups to launch new platforms and built marketing infrastructures. These include several local startups that went on to successful launches and one successful exit.

Growth Marketing, Seller Labs – August 2016 - November 2017

I rebuilt marketing infrastructure to cut costs by 90%. Then I automated marketing tasks, optimized for conversion, and directed multiple six-figure launches on top of our leaner, meaner platform.

Program Director, J House Media – August 2011 - October 2012

Managed a small development team to complete client projects. My responsibilities were technical research, system architecture, and project management.

Lead Developer, Symplicity Corporation – August 2009 - August 2011

Led a small team that developed new features and maintained Horizons, a study abroad management platform that served dozens of universities, including Harvard.

Education

University of Georgia – Computer Science

Technology Experience

JavaScript:	7 years
HTML, CSS:	8 years
PHP:	7 years
Ruby on Rails:	5 years
AngularJS:	5 years
VueJS:	1 year

Case Studies

Step 1. Automate Keyword Research; Step 2. Gain 10,000 Leads; Step 3. Profit

Seller Labs aimed to launch a new keyword optimization platform for Amazon Sellers. The problem: it's a cutthroat market. We worked together to build a free chrome extension to entice Sellers to upgrade to a paid plan. Scope had a six-figure launch, and has gone on to generate over 10,000 leads and \$500,000 in revenue in under a year.

<https://glennstovall.com/scope/>

How Borrowing Magnolia Brought the Sharing Economy to the Wedding Industry

Borrowing Magnolia aimed to help the modern bride plan her dream wedding on a budget. I helped them build a custom e-commerce platform. In 2014, they took off like a rocket, landing features in NY Daily News and SELF Magazine. In 2017, the company had a successful exit for an undisclosed amount.

<https://glennstovall.com/borrowing-magnolia/>

A Simple Solution for Complex Software Estimation

Tangent Solutions tackled several large & complex software projects. As they scaled up, so did project complexity. Their internal tools for project planning were no longer effective. We saw an opportunity and built a new SaaS product: Brainleaf, an estimation and proposal tool. Tangent solutions had a solution to their problem as well as a new revenue stream.

<https://glennstovall.com/brainleaf/>

Publications

Dependable: Deliver Software on Time & Within Budget

Studies show that ~80% of projects fail. *Dependable* aims to help independent developers bat above that average. The book covers project estimation, technical research, client communication, pricing, process development, and project road mapping.

<https://glennstovall.com/dependable/>

Further Information:

Personal Site: <https://glennstovall.com>

Github: <https://github.com/gsto>

Stack Overflow: <https://stackoverflow.com/users/89761/gsto>

LinkedIn: <https://www.linkedin.com/in/glennstovall/>

Testimonials: <https://glennstovall.com/testimonials/>