

STEVE SANDERSON

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PROFILE

I am a hands-on product development executive, with a passionate focus on start-ups using a strong Lean Startup, customer-driven approach.

EXPERIENCE

VP OF PRODUCT DEVELOPMENT

Food on the Table; Austin, Texas

2009 - 2013

Food on the Table is an early-stage VC funded consumer internet startup aiming to disrupt retail grocery shopper marketing via meal planning tools and services that integrate sale items from over 30,000 specific stores.

As the first employee, I worked closely with the founder to understand the customers, build the product and the development team. Delivered the service on four platforms (iOS, Android, web and facebook) for over 1.7 million registered users with a team of three developers; strong Lean Startup, customer-driven approach, where developers owned improvements to business metrics; experiment-based with continuous deployment.

ACTING CEO, VP OF DEVELOPMENT AND TECHNOLOGY

Five Runs; Austin, Texas

2007-2009

FiveRuns was an early-stage VC funded startup targeting developers and system administrators with application and systems management tools in the web development market (initially Rails). Acquired by WorkStreamer in 2009.

Joined post-pivot to lead the technology restart of FiveRuns to (re)build the product set, development team, product operations and customer support. Delivered complete rewrite of existing product (Manage) as well as two additional (unplanned) products (TuneUp and Dash), while maintaining support for earlier product with a nine person team, including six local and remote developers.

Following funding bridge, began pivot with hypothesis around cloud-based metrics infrastructure (Dash); subsequently became Acting CEO ending with successful acquisition by WorkStreamer.

CONSULTANT

Austin, Texas

2007

Consultant serving as virtual VP of Development and CTO to startup product development efforts at several companies. Results included delivery of a digital photography hub focused on team sports and preparation for pre-investment and partnership due-diligence.

CTO AND VP OF PRODUCT DEVELOPMENT

Sapling Systems; Austin, Texas

2005-2006

Sapling Systems was an early-stage angel funded startup providing an interactive homework and instruction platform along with custom content for the education market. Acquired by Macmillan in 2012.

Created the product development team that built both SaaS and on-premise versions of the eLearning products; based on an ad-hoc product acquired from a third-party. Additionally, established product management, product operations and customer support. Delivered the service to top-tier publishers including Macmillan, McGraw-Hill and W.W. Norton with a team of eight, including four local and remote developers / QA.

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CHIEF SOFTWARE ARCHITECT / ENGINEER

SAIC, TIERS Project; Austin, Texas

2001-2004

TIERS was a public-sector project with the goal of re-implementing an existing eligibility management system for the State of Texas. SAIC was brought in as outside reviewer of technology and development processes used by both the State and the primary contractor, Deloitte Consulting.

I served as the primary technologist reviewing architecture, design, code and processes created by Deloitte Consulting. Additionally, I advised senior executives and project staff regarding specific technology and process issues, their impact on the goal and compatibility with contracts. Results included the identification and mitigation of several significant project-wide risks and cost-savings of over \$1m.

DIRECTOR OF ENGINEERING, CHIEF SOFTWARE ARCHITECT

Excite@Home, Commerce and Communities; Austin, Texas

1997-2001

Excite.com / Excite@Home was one of the leading internet destinations during web 1.0. Bankruptcy in 2001 effectively shut down the service.

Led the product development efforts for both commerce and community product development teams with over forty developers local to Austin and distributed across the U.S. Results included the turn-around of poorly functioning teams, delivery of web applications responsible for 50% of excite.com traffic at peak, and technical leadership in several strategic acquisitions and subsequent integrations.

VARIOUS SOFTWARE DEVELOPMENT POSITIONS

Austin, Texas

1983-1997

As a technical lead with the systems management team for Tandem Computers, developed user-interface frameworks and system management tools on top of those frameworks. Received three software patents for innovations in the areas of user-interface frameworks and management of distributed fault-tolerant systems.

Creation / enhancement of various kernel components, system tools and system services of UNIX for IBM, Tandem Computers, Texas Instruments, Unison Software, COSI Texas, Pencom Software and the University of Texas.

Developed PC consumer spreadsheet, word processor and communication applications for Perfect Software (KEI) and Absolute Computers.

FURTHER DETAIL

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