



Dan Rutledge

A mission-driven innovator with a unique blend of art and technology expertise, I lead teams to create world-class products for the glory of God and the good of others.



704.621.0873



Charlotte, NC



dan@danrutledge.com



linkedin.com/in/dan-rutledge



danrutledge.com

STRENGTHS

Multidisciplinary expertise
Relentless problem solver
Vision galvanizer
'For Scale' mindset
Inspires & requires excellence
Encouraging communicator
Scrappy resource manager
Simplicity-focused design
Creativity obsessed
Joyful leadership

EDUCATION

Regent University, 1998

MA, Communications, Film/Video
Directing & Editing (GPA: 4.0/4.0)

University of Michigan, 1994

BA, Communications, Film/Video
Studies (GPA: 3.9/4.0)

EXPERIENCE



CEO, CTO at Meetify.com Aug 2022 - Present

Drive strategy and technology for a disruptive meeting-scheduling startup.

- Designed and built the fully-responsive PERN stack app and integrated APIs from Google, Apple, Microsoft, SendGrid, Plivo, Stripe, and others.
- Architected a high-scale system with automated testing, templated messaging, and a headless CMS for easy management by a lean team.



CEO, CTO at SignUpGenius Oct 2008 – Jun 2019

Led strategy, product design, and tech architecture for the leading volunteer management site serving over 100 million users annually.

- Invented and built the original site, winning numerous awards including "Best in Class" from Interactive Media in 2014, 2015, and 2016.
- Directed three dev teams and a QA team and was a finalist for "Tech Executive of the Year" by the NC Technology Association in 2016.
- Implemented a horizontal-scaling cloud infrastructure, then oversaw a DevOps tech as it grew to handle 20 million users per month.
- Optimized ad performance and managed ad-tech that delivered up to 250k programmatic and direct sale ad units per month.
- Spearheaded the acquisition of Jooners.com, integrating their customer base while enhancing our brand's reputation as a market leader.
- Helped build an other-focussed culture that gave \$500k to charity in ten years and was listed as one of the "Best Employers in North Carolina" for 2016, 2017, 2018, and 2019.
- Sold to private equity in 2017 after winning "Small Tech Company of the Year" at the NC Tech Awards. Moved to a board role in June 2019 - 2021.



VP of Film & Internet at Skylark Mar 2005 – Dec 2010

Handled application development, graphic design, and video production as a founding member of a boutique media services company.

- Built an LMS and Reporting application for TITAN Technology and then managed an overseas developer for updates.
- Wrote and directed over 75 devotional videos for Upward Sports.
- Directed the 12-episode PBS TV show "American Entrepreneur."



Solopreneur at Spotlight Media 1997 – Mar 2005

Provided freelance web development and video production.

- Built a CMS and newsletter system that sold to numerous clients.
- Developed a franchise management application for Sona Med Spa that empowered their company to expand dramatically.
- Produced and directed two nationally distributed short films.