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Matthew W. Marcus

Solutions Engineer • Technical Product & Partnerships

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00 SUMMARY

Technical co-founder and full-stack builder who turns complex technology into clear business value. 25+ years across software engineering, startup leadership (CTO / COO / CEO), and emerging-tech domains — crypto / Web3, AI-built SaaS, and proptech. Equally fluent in a codebase and a customer conversation: I run technical discovery, design and demo solutions, integrate systems end-to-end, and build partner relationships worth \$1M+. Seeking a Solutions / Sales Engineering role where broad technical range and a founder's ownership move deals and customers forward.

01 EXPERIENCE

Founder — Hômeggô

2026 - Present

Proptech SaaS — Denver, CO

- ▶ Building (AI-assisted) a SaaS platform where buyers and agents collaborate on a shared Kanban board, with automated new-listing matching — “your home search, on autopilot.”
- ▶ Own the full business stack: product architecture, UX, AI-assisted development, and go-to-market.
- ▶ Demonstrates current, hands-on fluency with modern AI development tools and SaaS product design.

Founder & Crypto Consultant — Good KarMa Capital

2021 - Present

Digital-asset advisory & technical operations — Denver, CO / Kansas City

- ▶ Advise individuals and businesses on crypto strategy, security, and execution across CeFi and DeFi.
- ▶ Deployed and operate 50+ Helium IoT / 5G hotspots and validator / mining nodes across 8+ networks (Ethereum, Helium, Kusama, Theta, Centrifuge, Altair, ChainX, Flux).
- ▶ Translate highly technical blockchain concepts into plain-language guidance and repeatable processes for non-technical clients.

Co-founder & Executive Director — STARTLAND

2016 - 2020

Entrepreneurial-ecosystem org (media, events, education) — Kansas City

- ▶ Secured strategic partnerships and raised over \$1M as Director of Development.
- ▶ Built the organization's foundational operations as inaugural Executive Director; progressed through Director of Operations, Engagement, and Development.
- ▶ Ran IT systems, accounting, HR, and legal as Director of Operations; led events and marketing as Director of Engagement.

Co-founder, COO & CTO — Hoopla.io / Local Ruckus

2012 - 2015

Event-discovery & content-syndication platform — Kansas City

- ▶ Led internal and external engineering teams through multiple product iterations as technical lead.
- ▶ Designed and shipped a technical integration with Sprint to distribute event data nationwide via Sprint's mobile app.

- ▶ Co-led capital raising and owned investor relations, sales, and customer support.

Co-founder & CTO — KULA Causes

2010 – 2012

Consumer / brand philanthropic-giving platform — Boulder, CO

- ▶ Led product development and integrated hundreds of nonprofit agencies and aggregators worldwide, making KULA “The World’s Largest Directory of Charities and Causes.”
- ▶ Co-led Seed and Series A raises; owned technical architecture and partner integrations.

02 EARLIER — SOFTWARE ENGINEERING (1995–2010)

- ▶ **Founder & Senior Web Developer, MWM Consulting** — web design / development / hosting for a global client base (2002–2010).
- ▶ **Applications Developer & Webmaster, Future US (San Francisco)** — owned all internal/external web systems for an 8-person IT org and set company-wide web/database standards (2000–2001).
- ▶ **Software Engineer / Intranet Developer, Sprint** — maintained large Tandem systems feeding 32+ nationwide switches; led junior dev teams (1996–2000).
- ▶ **Systems Analyst / Web Developer, AMP (Sydney, Australia)** — debugging, automation, and database performance on a 150+ person superannuation platform (1998–1999).
- ▶ Earlier: Web Developer, MJ Harden / GeoEye; Manager / Web Developer, Griffin Technologies.

03 STACK & STRENGTHS

// SOLUTIONS ENGINEERING

- Technical discovery
- Solution design
- Demos & POCs
- Integrations / APIs
- Partnerships
- Customer success

// ENGINEERING

- JavaScript
- HTML/CSS
- PHP
- SQL
- Java
- C/C++
- DBA
- Sys admin

// CRYPTO & MODERN

- Ethereum / validators
- DeFi
- Helium IoT / 5G
- AI-assisted dev
- SaaS product design

04 EDUCATION & COMMUNITY

- ▶ **B.S., Computer Science** — University of Kansas, School of Engineering.
- ▶ **Co-founder, Kansas City Startup Village** — grassroots entrepreneur community, Google Fiber era (2012–2019).