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(LinkedIn)
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Top Skills

Software Architecture
Data Modeling
Engineering Management

Languages

English (Native or Bilingual)
Spanish (Native or Bilingual)

Honors-Awards

TechCrunch Disrupt Startup
Battlefield Selection - Voxy

Ed Menendez

CTO @ LearnWPT | Software Architecture, Software Development,
Product Management
Miami, Florida, United States

Summary

As the CTO at LearnWPT, I lead the architecture, design, coding, and management of a custom poker education site that features the GTO Trainer, the first web-based game theory optimal poker trainer. With over 7 years of experience in this role, I have successfully delivered a unique and innovative product that helps poker players of all levels improve their skills and strategies.

I also co-founded Digital Haiku, a company that creates e-commerce sites, web applications, and games for clients such as Paramount Pictures, NASCAR, National Geographic, eBay, PGA Tour, and many more. With over 23 years of experience in this field, I have worked with a wide range of technologies, such as Python, Django, PostgreSQL, Meteor, MongoDB, Redis, and ColdFusion. I have also managed geographically diverse teams and collaborated with clients with personnel scattered at many locations, bringing my expertise, techniques, and resources to help efficiently manage those projects.

Experience

LearnWPT
CTO - LearnWPT
May 2016 - Present (8 years 2 months)
Las Vegas, Nevada Area

Architect, design, code and manage a custom poker education site. Created the GTO Trainer. The first web based game theory optimal poker trainer.

Digital Haiku Corporation
Co-Founder
July 2000 - Present (24 years)

Create eCommerce sites, web applications and games for companies such as Paramount Pictures, NASCAR, National Geographic, eBay, PGA Tour, HGTV, Golf Channel, Fanball, Urban Decay, Hard Candy, USC, Kaplan, World Poker Tour and many more.

Work with technologies such as Python, Django, PostgreSQL, Meteor, MySQL, Oracle, Sybase, DB2, SQLWindows, MongoDB, ColdFusion, SQLServer, Redis.

Experience managing geographically diverse resources. We collaborate with clients who have resources scattered at many locations. We bring our experience, techniques and resources and help efficiently manage those resources.

Blenderbox, Inc.

Senior System Architect

February 2018 - May 2022 (4 years 4 months)

Initially brought in to help architect the NYC MySchools student enrollment system. MySchools manages enrollment for the largest school system in the US with over 1M students. Eventually lead a team of developers to create and maintain that system as well as turn that system into Enrollwise; a multi-tenant system which is currently in use by the state of Connecticut and others.

With deep knowledge of Django and Postgres, helped optimize NYCs high volume system to operate effectively while always keeping an eye on maintainability.

Undisclosed Startup

CTO

February 2012 - April 2013 (1 year 3 months)

Palo Alto, CA

Ideation startup

Voxy

VP of Technology

September 2010 - October 2011 (1 year 2 months)

Rebooted the product and created a prototype within 30 days that was then unveiled at TechCrunch Disrupt in October 2011. Immediately after, created a new tech team that was able to more than triple the valuation of the company to \$4M in just 9 months.

Extremely successful mobile language with Voxy's iPhone app becoming the #1 learning app in many Spanish speaking countries.

Ed worked closely with the CTO to manages a team of 6 developers to produce a product on 3 different platforms using Python, Django, HTML5, PostgreSQL, Java and Objective C in addition to a half dozen API using cloud service such as Twilio, Sailthru, Kissmetrics, SimpleGEO and EC2.

Hollywood Draft

Co-Owner

April 2008 - November 2009 (1 year 8 months)

HollywoodDraft.com is the first celebrity fantasy game on the web. I was instrumental in redesigning the game to allow for league and group play as well the ability to have commissioner style private leagues. Blogs, comments, invites, user profiles were also added.

Fanball.com

Director of Development

April 2006 - October 2007 (1 year 7 months)

Oversee on-shore and off-shore development staff. Expand development capacity.

Bring in a project methodology and system to improve quality. Create an integrated login system for 5 different properties acquired by parent company.

Manage the creation and maintenance of over 60 different online games for the company and 3rd party customers including NASCAR, AOL, NBC, HGTV and PGATour.

Paramount Pictures

New Systems & Architecture Consultant

September 2000 - April 2007 (6 years 8 months)

Create a music clearance system used by the TV group for episodic television. Provide guidance implementing new IT systems, including database design, application design, security architecture, test & implementation strategies.

Z.com (Idealab! start-up)

Director of Engineering

November 1999 - May 2000 (7 months)

Create database and web application infrastructure to bring an innovative web entertainment portal online. Lead team development of infrastructure projects to allow for easy and inexpensive ad serving and content management.

Cendant Software (now known as Vivendi Universal Games)

Consultant

April 1997 - November 1999 (2 years 8 months)

Architect and create a sales management client/server system with various web interfaces. Integrate previously separate corporate systems.
