

JOHN REEL

Experienced Internet Entrepreneur and Software Designer

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 [LinkedIn Profile](#)

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Guelph, Ontario, Canada

I invented many of the software categories that drive the Internet today and bring 28 years of entrepreneurial experience. My passion is leading teams to design and build visionary, positive SaaS —that are a joy to use, engage users, and grow business.

Experience

ALLVOTESCOUNT.CA

2017 – Present

CTO of Not-For-Profit

A network of citizen groups across Canada, petitioning MPs for electoral reform.

- Designing and coding website for riding pages, leaders, volunteers, and signing localized online petitions.
- Summarizing content for the web and developing content for riding leaders and volunteers.
- Coming up with clever hacks to reduce costs and eliminate training time for new riding leaders.

TRACKER.LY

2009 – Present

Founder And Product Designer

Real-time link analytics service with over 200 paying beta testers.

- Re-envisioned how to approach link tracking and increasing click rates on links.
- Coded all the HTML, CSS, and custom jQuery UI plugins. Manage remote development.
- Solved numerous problems to enable reliable real-time communication with 1000's of servers.

SQUAREBID.COM

Oct. 2014 – May 2015

Product Designer (Part Time Contract)

Squarebid was a Silicon Valley SaaS where clients post jobs for service providers to bid on.

- Redesigned their web 1.0 beta as a mobile and web app for investor meetings.
- Reimagined the difficult user experience from the ground up to remove all friction points.
- Created initial wireframes, mockups for presentations, process flows, and specs.

INGAMER FANTASY

Jan 2012 – Dec 2012

Product Designer And Technical Product Manager

As the first hire at this startup, lead the full redesign of a real-time, social, second-screen game.

- Defined all user experience and design, and managed art creation and development.
- Designed, developed, and wrote all the content from scratch for their investor facing web site.
- Lead contact for national advertising partners to create marketing for print and digital distribution.
- I was to be their CMO, if it were not for the unfortunate timing of the Canadian hockey strike.

GOTRYTHIS

2006 – 2008

Founder, Marketing Analytics Product

Conceived, designed, coded, and marketed link tracking software, with first year sales of \$800K+.

- Invented techniques and technologies to increase sales and reduce barriers to entry.
- Product was voted the "Internet marketing product of the year" and is still in use today.
- One of three speakers at the "Black Book Workshop" on Google Adwords in Sedona (2006).
- Presented at a breakout session at an Internet Marketing conference on affiliate marketing in Atlanta (2007).
- One of five speakers, gave two talks at the "Get More Traffic Blueprint Workshop" in Detroit (2007).

THE GREEN WEB HOST

2002 – 2006

Founder, Sales Lead, Web Strategist

Founded hosting company, fully powered by energy credits for energy neutral hosting.

- This early entry in green hosting was spun off from my web development and hosting company.
- High profile clients like Canadian Wind Energy Association, Green Party of Canada.
- Very high retention rate, with most clients staying until I sold the company.

WEB SORCERY

1995 – 2002

Founder, Sales Lead, Web Strategist

Founded and managed a six person team developing web sites, shopping carts, and web apps.

- Founded the first ever PHP hosting company, which was later spun off into a separate company.
- Conceived, designed, and developed the first ever online web site content management system.
- Wrote countless proposals with a high close rate, and was technical and design lead.
- Created homefieldorganics.com and admin – they are running their business on that software 15 years later.
- Curated data from 200+ engineers to write several engineering specification books over four years.

REALITY BYTES

1993 – 1994

Co-Founder, Sole Developer

The first PHP web development company ever.

- First adopter of PHP, attempt to purchase it from Rasmus Lerdorf influenced its development.
- Created one of the first online shopping carts and integrated it into the in-store inventory.
- Partnered with former Finance Minister, Garth Turner, on a startup to showcase houses online.

CONSULTING

1987 – 1992

Independent Consultant

FoxPro and dBase database design and development.

- Starting working professionally at age 16, designing and coding database solutions for industry.
- Spoke at various computer clubs on programming methodology, which led to many clients.
- Worked for six months for Merlin Scientific, demoing software as part of the sales team.

Personal

MARTIAL ARTS

1991 – Present

Yoshinkan Aikido Sensei

Aikido is a non-violent style of effective self-defence, taught cooperatively.

- Trained 12-16 hours a week and became a Sensei four years after starting.
- Volunteered, teaching four kids classes a week for six years.
- Started a dojo in 1999, which quickly grew to twelve packed classes a week.
- Currently assisting growth by teaching beginners at Grand River Aikido in Guelph.