

JOHN REEL

Experienced Internet Entrepreneur and Software Designer

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 [LinkedIN Profile](#)

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Guelph, Ontario, Canada

John is a creative SaaS designer and Internet entrepreneur of 25 years, responsible for inventing several major Internet software categories.

Experience

PHOCUSPRO.COM

May 2017 – Present

Cofounder and COO

A SaaS (in development) to make in-person photography sales easy.

- Designed the product and over 60 screens in the web app.
- Hired and managing developers.
- Wrote, designed, and produced all the marketing material, onboarding, etc.

ALLVOTESCOUNT.CA

Feb 2017 – Jan 2018

Technical Lead 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.

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.