

Jeremy Gordon

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PROFESSIONAL EXPERIENCE

FOUNDER & CTO – Echo Mobile Limited

Nairobi, Kenya, 2012 – 2016. Echo Mobile (echomobile.org) is a mobile-first communication and customer engagement system designed for impact organizations.

- Designed, developed, tested and launched all aspects of initial cloud platform (service backends, web application, mobile clients) that has reached over 4 million respondents and has transacted over 13 million messages.
- Achieved revenue of USD 500 thousand in 2015, and projected USD 1M in FY 2016.
- Hired CEO and grew team to seventeen to develop platform for increasing number of industries and users, and to support operations across East Africa (Kenya, Tanzania, Uganda, Rwanda).
- Served over four hundred organizational users in East African region including long-term contracts with the Kenya Ministry of Education, UNICEF, UNDP, Ipsos Synovate, Aga Khan Foundation, Uwezo, and others.
- Developed partnership with IBM Research Africa to launch SMS crisis reporting during Ebola crisis in Sierra Leone.
- Implemented first SMS-based poverty assessment in Kenya in partnership with Acumen Fund, Grameen Foundation, Global Impact Investing Network (GIIN), Aspen Network for Development Entrepreneurs (ANDE), and others.
- Launched Echo Sense -- an open source platform for IoT analysis and reporting targeted at international development organizations.
- In partnership with researchers at UC Berkeley, deployed a randomized controlled trial investigating real-time analysis of vehicle sensor data to improve road safety.
- In 2016, designed and launched two new SaaS products: Echo Megaphone is a mass market audience engagement tool targeted at radio media houses, and Echo Refer is a social referral and marketing app designed to help businesses leverage market influencers.

FOUNDER – FlashCast Ventures Ltd

Nairobi, Kenya, 2010-2012. FlashCast uses smart, location-aware technology to provide a geo-targeted, highly relevant, transit-based messaging platform to businesses and organizations.

- Designed and developed all aspects of technical product (software, hardware, mobile).
- Launched pilot display June 2012 and grew fleet to 22 displays across 4 Nairobi routes
- Acquired key customers: Safaricom Ltd, Population Services International, One Degree Solar, Ipsos Synovate
- Winner, 2012 African News Innovation Challenge (funded by Knight Foundation, Google)
- Finalist, 2012 Ashoka Changemakers Power of Small Competition

SENIOR ANALYST – C1 Consulting LLC

San Francisco, CA, Feb 2009 – April 2010. C1 Consulting is an integrated marketing and market research consulting firm specializing in the biotechnology industry.

- Managed all phases of project cycle, from conception through literature review, instrument design, programming, and analysis.
- Conducted in-person qualitative interviews and questionnaire pre-tests.
- Performed statistical analyses of survey results and secondary datasets (SPSS).

LEAD PRODUCT DESIGNER – The New Media Group

Tokyo, Japan, Nov 2007 – June 2008. The New Media Group is an international network-neutral, device-neutral Internet Protocol Television (IPTV) distributor and content provider based in Japan.

- Managed design-team and personally completed digital and print creatives for over 80 marketing initiatives spanning four languages and six countries.
- Produced complete redesigns and coded JavaScript prototypes for major web interfaces including media player, purchasing system, Video-On-Demand search, and set-top-box browser.

VOLUNTEER EXPERIENCE

KIVA FELLOW – Kiva.org

Nairobi, Kenya, May – Aug 2010. Kiva is a microlending platform allowing individuals to contribute to the loans of entrepreneurs in the developing world. Kiva Fellowships are 3-4 month placements with Kiva's partner Microfinance Institutions with the goal of bringing transparency, credibility, and expertise to the work of these organizations. I completed placements with Yehu Microfinance in Mombasa, and Juhudi Kilimo in Nairobi.

- Created software tool to collect loan updates from Kiva entrepreneurs via mobile (SMS-based) surveys
- Aided strategic planning and pilot roll-out of mobile money platform M-Pesa for Juhudi Kilimo
- Contracted, post-fellowship, to produce report "Recommendations for Mobile Direct Borrower Journaling at Kiva" based on experience piloting data collection instruments at two Kiva microfinance partners in Kenya.

EDUCATION

Stanford University 2003-2007

- B.S., Mechanical Engineering
- B.A., Political Science (Concentration in International Relations)
- GPA: 3.72

Selected Coursework

- Matrix Theory and Applications (Durreleman, Stanford)
- Introduction to Game Theory (Fearon, Stanford)
- Introduction to Cognitive Science (Bresnan, Stanford)
- Machine Learning by Stanford University on Coursera. Certificate earned on October 11, 2016
- Algorithms Pt by Princeton University on Coursera

LANGUAGES & INTERESTS

- Full stack web and mobile design and development
 - Languages: Python, Java / Java Android, Javascript, octave, MATLAB
 - Frameworks & libraries: Node, React.js, Flux, TensorFlow, numpy, tkinter, twisted
 - Platforms: Google Cloud Platform, Amazon Web Services
- Basic proficiency in Japanese, Kiswahili
- Interests: inclusive product design, decisions, machine learning, brain-inspired software