



# DAVID MATTHEW GROTTING

## CONTACT

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## SUMMARY

I have an appetite for learning and building things. I am a passionate problem solver - from solving product/market fit in businesses or building complex web apps, to building solar electricity systems in Mexico. I love analyzing user metrics in business, and can also get creative on the front end design side. I take initiative on my own projects, but also thrive contributing to and leading teams. Every step in my career is an adventure - and I very much look forward to whatever lies ahead.

## ADDITIONAL INFORMATION

- **Computer Skills:** Ruby, JavaScript, Ruby on Rails, SQL, HTML, CSS, Office, Adobe Photoshop, Illustrator, Video Editing
- **Eagle Scout**
- **Languages:** Conversational Spanish
- **Travel:** Have traveled extensively independently and to over 30 countries.
  - Semester at Sea – Spring 2012

## EDUCATION

### Dev Bootcamp – San Francisco, CA

MAR 2015 – AUG 2015

19 week intensive program to gain proficiency in Ruby, JavaScript, jQuery, Ruby on Rails, SQL, HTML, CSS, and agile development.

- Selected as a top pitch for final projects so led a team of 4 on my travel app, AtlasNomad.

### University of Southern California – Los Angeles, CA

MAY 2013

#### Marshall School of Business

#### B.S., Business Administration, Entrepreneurship Concentration

- Marshall Deans List, Multiple Honor Societies, Sigma Chi Fraternity
- USC Surf Team – President and Founder

## EXPERIENCE

### hundredX

APR 2013 – MAR 2015

#### Product Management & Growth Marketing – San Diego, CA

- As the 1st hire, I helped plan and executed the roadmap for our consumer app creation and launch. This included our digital/growth user acquisition strategy.
- Managed in app and online analytics and ran A/B tests to optimize conversions.
- Worked directly with the development team on new feature developments.

### Standee Co

DEC 2011 – PRESENT

#### Co-Founder – San Diego, CA

- Co-Founder of start-up company that designs and manufactures sustainable bamboo stand-up desks and related products that reduce the health risks of sedentary work environments (www.standeeco.com).
- Identified market opportunity, conducted competitive analysis and primary market research, helped design and engineer product line, and developed business plan.
- Created 7 marketing videos, assisted in developing the company's website, wrote blogs and implemented social media strategy to increase our search engine optimization, and trained sales team.

### Quiksilver

MAY 2011 – SEP 2011

#### Marketing Intern – Huntington Beach, CA

- Analyzed market opportunities for which to create strategic marketing plans that successfully penetrated the Southern California and United States surfing market.
- Organized, obtained, and promoted more than 10 sporting and brand enriching events across the United States.
- Successfully obtained market and demographic information by coordinating specialized focus groups.
- Managed budgets of over \$10,000 and documented finances for events including a multi-million dollar event in New York.

### Neurology Shadow Rounds

JUL 2006 – JUL 2008

#### Shadowed Dr. Thomas Chippendale – San Diego, CA

- Learned how to conduct myself in a hospital setting, specifically with patient privacy and observance of patient care.
- Observed patient interviewing skills and was able to practice my skills on patients.

## PROJECTS

### AtlasNomad | www.atlas-nomad.herokuapp.com – San Francisco, CA

JUL 2015

- I was selected as a top final project pitch at Dev Bootcamp and so was able to lead a team of 4 on AtlasNomad.
- AtlasNomad is a travel app that allows users to visually explore and learn about potential travel destinations.

### KookYourself | www.kookyoursself.com – San Diego, CA

NOV 2014

- Independently created a viral Rails web app that allows people to put their face on a locally adored statue and saw over 1000+ hits on launch day.
- Monetized the site through local business ads and leveraged social media to virally promote the app.