W. LORENZO SWANK

Online Version. Recruiters and Founders, Email me for full contact information: Lorenzo@LorenzoSwank.com

Professional Summary

Growth-minded serial founder with a strong background in team building and team development. Strong history as both a manager and an individual contributor.

Career Highlights

- Developed 70+ mobile apps as founder of Pixio, for clients such as 3M, Kaiser, and Rio Tinto.
- Produced Mobile Finder / Mobile Studio, the #1 Productivity App in the App Store for 1 month.
- Co-founder of Malang Studio, an app development firm, acquired by Yellow Mobile in 2015.
- 1st foreigner appointed by the Seoul Metropolitan Government to be a startup mentor at the Seoul Global Startup Center.
- Created and taught the first University-level iPhone development class outside of Stanford, for the University of Utah.
- Launched 3 of the first 300 apps on the Apple App Store on opening day in 2008.
- Published the first game on the jailbroken iPhone, "Mobile Tetris". Featured in Popular Science, November 2007.

Key Skills

Design thinking	Posture for forward motion	Intercultural competence
Software architecture	Resilience	Negotiation skills
Mobile development	Tolerance of uncertainty	Presentation skills
Endurance for the long haul	Crisis management skills	Public speaking

Experience

[REDACTED]   **Redwood City, CA / Seoul, Korea**
Developer   April 2020 – Present
- In a team of two, designed, developed, and validated the customer-facing tools, decreasing onboarding velocity from an average of three months to fifteen minutes.

SENDBIRD   **Seoul, Korea / San Mateo, CA**
Consulting Sales Engineer   June 2019 – April 2020
- Established the Sales Engineering function for SendBird in the APAC region supporting $8M+ in existing business and $4M - $7M in net new quarterly revenue.
- Paired with Account Executives to support our high velocity inbound business and Strategic Account Executives to pursue named accounts in high value, tough, enterprise sales engagements across Asia.
- Created the first customer-facing technical documentation in the company for key features. Produced this material in both English and Korean.

IGNITE INNOVATORS   **Seoul, Korea / Salt Lake City, UT**
Venture Partner and Entrepreneur-in-Residence   Nov 2018 – Present
- Launched an incubator partner program, mentoring 50+ startups, helping founders raise $3M+ in external investment and generate $30M+ in sales.
- Launched a mentoring and advisory program for portfolio companies, with technical and business content for scientist-founders.

ZAAPP, INC   **Salt Lake City, United States**
Partner and Co-founder   Apr 2017 – June 2019
- Developed Internet-enabled durable consumer products which shipped 100K+ units in 2018-2019.

PIXIO   **Salt Lake City, United States & Seoul, Korea**
Managing Partner and Co-founder   Apr 2007 – Apr 2017

Founded Pixio, a native mobile software development studio. Drove business growth through sales and outreach and was responsible for development. Developed iOS and Android software solutions for the medical, government, logistics, and health sectors. Opened a Korea branch office in 2014.

- Grew the business to over 200 clients through direct sales and partnerships growing revenue 67% year-over-year growth for the last two years.
- Acquired multi-year contracts with Fortune 500 companies, including 3M, Rio Tinto, and Kaiser Permanente through partnerships with existing clients, creating financial stability for the company and crafting a solid reputation of executing boldly on high-profile projects.
- Crafted beautiful user experiences by running Human Centered Design workshops with senior management in client offices.
- Taught hundreds of new and experienced programmers' cutting-edge technologies through outreach efforts, internships, and university courses.

MEP TECHNOLOGIES   **Salt Lake City, United States & Seoul, Korea**
Chief Operations Officer and Co-founder   Dec 2013 – Dec 2014

Co-founded the gaming technology company and focused on building business relationships with venture capitalists, manufacturing and distribution partners, and potential strategic partners.

- Raised $1.5M in venture capital to produce a prototype.
- Forged relationships with hardware development partners such as Sekonix Korea and Prime Sense, as well as business development partners such as Hasbro and Lego by leveraging a wide personal network, effective cold emails, and trade show visits, providing MEP with the external resources need to create its ambitious core offering.
- Obtained a letter of intent from Hasbro committing to full scale production upon completion of a ready-for-manufacture device.
- Produced a prototype projector integrating structured light vision sensors provided by the supplier to Microsoft's Xbox Kinect, resulting in a patent on an interactive image projection accessory.

URBANE   **Palo Alto, United States**
Chief Technical Officer and Co-founder   Dec 2012 – Dec 2013

Co-founded the Geographic Information Systems (GIS) company using innovative user interaction methods to gain real-time intelligence about the mood and sentiment of a given geographic location and providing this as time-series business intelligence to city planners, government tourism agencies, and real estate brokerages.

- Built the mobile version of the Urbane's core offering, a map crowd sourcing and exploration tool, providing insight for customers into the sentiment of a physical region.
- Awarded a spot in Tony Hsieh's "Downtown Project" startup accelerator in Las Vegas, Nevada.

MALANG STUDIO   **Seoul, Korea**
Business Developer   Apr 2012 – Dec 2012

Developed and executed on a strategy to take Malang Studio's key product, Alarmmon, and expand into overseas markets, seek additional investment capital, and prepare for a merger or acquisition. Company successfully sold to Yellow Mobile and prominently featured by Google Play in nationwide television ads.

- Inked a deal with Dunkin' Donuts to partner on an advertising project, allowing Malang Studio to monetize the Alarmmon product line.
- Drove expansion into the Japanese market and South East Asia, taking the lead on product translation and localization, leading to a 300% increase in monthly active users over a three-month period.

Languages

Common European Framework of Reference for Languages (CEFR) and Interagency Language Roundtable (ILR) Levels by Self-Assessment.

- English – Native language, CEFR: C2 or Greater, ILR: 5
- Korean – Native equivalent, CEFR: C2, ILR: 4/4+, TOPIK: 5
- Japanese – Basic, CEFR: A1, ILR: 1

Education

UNIVERSITY OF UTAH   **Salt Lake City, United States**
Masters of Science in Computing, Graphics and Visualization   2011
Bachelors of Science in Electrical and Computer Engineering
- Joint BS/MS Program
- Research: ViSUS Extremely Large Data Streaming Visualization System for Mobile Devices. A streaming cloud service for terabyte and larger data sets. Developed for Lawrence Livermore National Labs and Exxon Mobile.

Teaching Experience

UNIVERSITY OF UTAH   **Salt Lake City, United States**
Teaching Fellow for the School of Computing, College of Engineering   2012-2013
Mobile Application Development on iOS
- Engaged in hands-on technical mentoring, implementing state-of-the-art iOS frameworks alongside over a dozen students who created app-based startups, including Calvetica (ranked 8th on the Apple App Store in Productivity) and the world's first electric organ controller on iPad (used for one of the world's largest pipe organs).

UNIVERSITY OF UTAH   **Salt Lake City, United States**
Adjunct Instructor for Film and New Media, College of Fine Arts   2010-2011
Human Centered Design for Mobile Platforms
- Created the first iPhone development course taught at a public university, following the course taught at Stanford course launched in mid-2009. This was the first course at the University of Utah administered entirely using Facebook groups.
- Course was patterned after Scott Klemmer's CS147 - Introduction to Human Computer Interaction Design at Stanford.

Patents, Memberships, and Awards

- DC Entrepreneurs Group, Member, 2016 – Present
- Patent: Interactive image projection accessory - US 20140015847 A1, 2014
- Patent: Appliance for Jetlag Adaptation with HDR TV, Korea 10-2018-0114797, 2019
- Google Startup Weekend Provo, 2nd Place, "Castr", Project Lead, 2014
- Association of Computing Machinery (ACM) Member
- IEEE Member

Other Skills, and Interests

- **Additional Skills:** iOS and Mac OS Development (Objective-C, Swift); C; C++; Project Management; Python; R; Rapid Prototyping; Design Thinking; Data Visualization; Data Science; Statistical Analysis; Technical Writing; Developer Relations; Public Speaking
- **Interests:** Swimming; Running; Weight Training; Bodyweight Fitness; Soccer; Language Learning; Korea; 19th and 20th Century Asian History; Macroeconomics; Quantitative Self