

Terrence J. Gatsby

BLOCKCHAIN, CRYPTO, FINTECH, AND WEB3 TECHNOLOGY LEADER
EVANGELIST OF INNOVATION & DISRUPTION

terrence@terrencegatsby.com • (323) 984-8300 • <https://www.terrencegatsby.com>

PROFESSIONAL EXPERIENCE

Forj by Animoca Brands, Chief Technology Officer

04/22 – Present

*Forj, a subsidiary of Animoca Brands, bridges the gap between **blockchain** and real-world use cases. Their expansive suite of products and services harness the potential of decentralized systems to empower businesses and creators. Offerings include a robust **NFT marketplace**, **launchpad solutions** for projects, **DAO creation and management**, **smart contract development**, **metaverse experiences**, **NFT staking/swapping platforms**, **NFT shopping**, **micro-marketplaces**, and **blockchain consulting**.*

Achievements

- Design and launch **Web3 Platform-as-a-Service (PaaS)** that offers various services related to NFTs, launchpads, DAOs, smart contracts, metaverse experiences, staking, swapping, shopping, and micro marketplaces. Some of the specific achievements of the platform include:
 - NFT Minting and Marketplace Service:** Architected and launched an all-encompassing NFT platform, leading to a 60% increase in our user base. By aggregating multiple NFT marketplaces, solidified partnerships with industry players like **BAYC** and **CryptoKitties**.
 - Launchpad Service:** Drove the development of our Launchpad platform, empowering emerging NFT projects with the necessary exposure and funding. This initiative resulted in a 40% increase in the number of successful project launches and attracted 20 new projects in its first year.
 - DAO Management Service:** Designed and launched a comprehensive DAO service, leading to a 50% increase in client adoption and facilitating over \$1M in decentralized fund allocations within the first year.
 - Smart Contract Automation Service:** Integrated a tailored smart contract automation system for NFTs, resulting in a 30% reduction in **Ethereum** and **Polygon** transaction costs. The efficiency gains spurred a 15% rise in user engagement.
 - Metaverse Development Service:** Collaborated with industry entities like **The Sandbox** and **Mocaverse**, contributing to a 5% increase in user adoption. Orchestrating a project in the metaverse space highlighted our innovative approach.
 - NFT Staking Service:** Leveraged advanced dApp technologies to reshape the staking landscape, leading to a 40% increase in staked assets and a 30% growth in active stakers.
 - NFT Swapping Service:** Introduced a platform for cryptocurrency exchanges, leading to a 50% rise in swap transactions and a 20% increase in new user registrations.
 - NFT Shopping Service:** Tapped into the e-commerce potential of crypto, pioneering an NFT shopping ecosystem. This led to a 30% increase in NFT-related purchases and partnerships with 20 e-commerce entities in the initial year.
 - Micro Marketplace Service:** Spearheaded the development and launch of a dynamic platform that revolutionized user experiences. This initiative resulted in a 20% uptick in micro-transaction volume and a 15% increase in user registrations within the first year.
- Conduct an **AWS migration** successfully migrating the NFT and Web3-as-a-Service platforms to AWS infrastructure while maintaining system stability and security.

Datasure, Chief Technology Officer

01/21 – 02/22

*Datasure is a **data curation** company that helps businesses collect, analyze, and use **IoT data** to improve their customer insights, ROI, and compliance. They are a trusted partner for businesses looking to gain a competitive advantage in the digital age.*

Achievements

- **Migrated systems to AWS**, boosting scalability, reliability, and security.
- **Implemented microservices**, improving efficiency by 25% and response time by 30%.
- Developed digital strategy for **IoT and data analytics**, increasing revenue 40% and customer engagement 20%.
- **Utilized blockchain for IoT security** and scalability, reducing incidents 50% and improving performance 35%.
- Aligned technology with **growth strategy**, increasing market share 15% and time-to-market 25%.
- Led innovative **product development using IoT** and data management, boosting customer satisfaction 50% and adoption 20%.
- Provided technical leadership, enhancing **R&D efficiency** 30% and quality 25%.
- Oversaw hardware, connectivity, and analytics projects, reducing costs 40% and improving performance 30%.

Wedbush Securities, Chief Technology Officer

01/20 – 01/21

*Wedbush is a leader in the financial services industry providing its clients with a wide range of services; including **institutional sales**, **correspondent clearing services**, **equity research**, **corporate and municipal finance**, **equity market making**, **fixed income trading**,*

prime brokerage, and wealth management.

Achievements

- Played pivotal role in executing **enterprise-wide transformations including Digital, Agile, Architecture, and Cloud**, reducing technical debt 35% and improving business efficiency 50%.
- Achieved 99.99% **uptime** across all systems, reducing maintenance costs 30% and increasing customer satisfaction 40%.
- **Managed development teams**, delivering 15 new features, increasing customer acquisition 20% and retention 15%.
- Developed and implemented **upskilling curriculum**, boosting productivity 25% and reducing development time 20%.
- **Re-architected and re-platformed applications**, improving performance 45% and reducing infrastructure costs 60%.
- **Integrated blockchain for DAOs and DeFi**, projected to increase market share 25% and revenue 30%.
- Devised migration plans to **split monoliths**, reducing time-to-market 50% and operational costs 40%.
- Built **cloud-based microservices ecosystem**, improving availability 40% and reducing infrastructure costs 30%.
- Leveraged extensive **AWS knowledge**, reducing development time 25% and increasing scalability 20%.
- Collaborated on **automation patterns**, promoting DevOps, AWS, and microservices, cutting maintenance costs 30% and increasing deployment frequency 20%.

CLOUT, Chief Information Officer

07/17 – 12/19

*CLOUT is a FinTech startup & cash rewards platform that **utilizes artificial intelligence** to form mutually beneficial partnerships with both consumers and businesses alike. Clout members receive bonus cash back and VIP Perks from companies eager to earn their business, while companies get actionable data on their target demographic and their competitors' best customers.*

Achievements

- Cultivated **high-performing team** of 22 engineers, increasing productivity 60% and decreasing development time 40%.
- **Implemented Big Data solution on AWS**, improving data processing 80% and reducing storage costs 50%.
- Optimized **scalability and storage** by decoupling compute and storage, reducing infrastructure costs 70% and improving performance 60%.
- **Deployed SaaS on AWS**, reducing deployment time 40% and increasing uptime 30%.
- Provided leadership in **search architecture**, reducing search time 50% and improving accuracy 70%.
- Led **CLOUT blockchain cryptocurrency design**, development, and fundraising, generating \$1.5M via ICO.
- Created **CLOUT Coin crypto token**, boosting engagement 200% and sales 80%.
- Developed **blockchain tokenization platform**, increasing shareholder value 50%, company valuation 60%, and created **white-label equity token offering (ETO) turnkey solution**, reducing fundraising costs 75% and boosting investor participation 100%.

IGM Global, Inc., Chief Technology Officer

03/15 – 07/17

IGM Global is an EdTech startup and world-class online education delivery platform which has a global footprint serving regions all over the world with training by recognized global thought leaders and localized content servicing executives from large global companies. IGM has trained over 15,000 C-suite executives from large multinational companies such as Samsung, LG, BMW, IBM, etc.

Achievements

- Orchestrated successful **corporate strategy** that propelled company to achieve dominant market share, positioning as #1 global leader in preparing executives for 4IR.
- Shepherded engineering of **scalable global AWS cloud environment**, achieving 99.996% uptime for flagship SaaS education platform serving millions across **4 continents**.
- Innovatively led design, development and implementation of **cutting-edge technology architecture and SaaS delivery platform**, increasing user engagement 98% and reducing downtime 55%.
- Spearheaded highly effective product **localization initiative**, adapting content for diverse cultural nuances, resulting in 250% increase in customer acquisition, engagement, and satisfaction across **15 countries** and **12 languages**.

LA Digital Works, Director of IT

06/11 – 03/15

*LA Digital Works operated as a **digital marketing agency**, offering a comprehensive **SaaS platform** that encompassed strategy, web and mobile application design, e-commerce solutions, digital marketing services, business email solutions, and custom software development tailored for the **entertainment and media industry**.*

PJM Interconnection, IT Architect

02/07 – 06/11

*PJM oversees the **electric grid** for the eastern United States as a regional transmission operator (RTO). It stands as the main interconnection grid, managing an **electric transmission system** that caters to the entirety of the **eastern U.S.** Additionally, PJM operates the world's **most expansive competitive wholesale electricity market**.*

TECHNICAL SKILLS

Blockchain Platforms:	Ethereum, Bitcoin, Binance Smart Chain, Polkadot, Solana, Avalanche, Algorand	Cloud Computing:	Public, Private and Hybrid Cloud Solutions, AWS
Consensus Models:	Proof of Work (PoW), Proof of Stake (PoS), Delegated Proof of Stake (DPoS)	Compute & Storage:	Amazon EC2, AWS Lambda, AWS Elastic Beanstalk, Amazon EC2 Auto Scaling, Amazon Elastic File System, Amazon S3, Amazon Glacier
Scaling Solutions:	Polygon, Plasma, Rollups, Sharding, Layer 2, State channels, Plasma, sidechains	Containers:	Docker, Kubernetes, AWS Fargate, Amazon Elastic Container Registry, Amazon Elastic Container Service, Amazon Elastic Kubernetes Service
Decentralized Finance (DeFi):	DEXs, DAOs, Automated Market Makers, Uniswap, Pancakeswap, Sushiswap, yield farming, lending platforms, derivatives, Stablecoins, DAI, USDC, USDT	Networking & Content Delivery:	Amazon CloudFront, Amazon Route 53, Amazon API Gateway, Amazon VPC
Token Standards:	ERC-20, ERC-721, ERC-1155, BEP-20, Soulbound Tokens	Database Platforms:	Amazon Aurora, Amazon RDS, MS SQL Server, MySQL, PostgreSQL, Amazon DynamoDB, MongoDB, NoSQL, Amazon ElastiCache, Memcached, Redis
Web3 Ecosystem Components:	IPFS, Oracles, Chainlink, dApps, Web3 Wallets, MetaMask, WalletConnect	Artificial Intelligence & Big Data Analytics Engineering:	Artificial Intelligence, Machine Learning, Serverless Data Lakes, Amazon Athena, Amazon EMR, Amazon Kinesis, Amazon Redshift, Amazon SageMaker, AWS Glue, Apache Hadoop, Apache MapReduce, Apache Spark
Agile:	SCRUM, Kanban, Scaled Agile	Internet of Things (IoT):	AWS IoT Greengrass, AWS IoT Core, AWS IoT Device Management, AWS IoT Analytics, Samsara IoT
Software Development & Dev/Ops:	Microservices, Web Development, HTML/CSS, Mobile Application Design, e-Commerce, CI/CD pipeline, HTML5, CSS3, JavaScript, Angular, Express JS Node JS, React JS, jQuery, REST APIs, JSON, XML, PHP, Python, AWS CodeBuild, AWS CodeCommit, AWS CodeDeploy, AWS CodePipeline, AWS CloudFormation, AWS Device Farm, Apache Kafka, AWS SQS, AWS SNS		

EDUCATION

University of Phoenix • Tempe, AZ

Bachelor of Science in Information Technology

CERTIFICATES

AWS Certified Cloud Practitioner

AWS Certified Solutions Architect

Certified Blockchain Solution Architect

Certified Project Manager