

NICHOLAS LONGO

San Antonio & Corpus Christi, Texas

nick@nicholaslongo.com

Seasoned and successful technology entrepreneur with over 20 years of experience in developing and marketing software applications, growing customer bases, forging strategic partnerships, and generating cutting-edge ideas for a revolutionary web design software firm. Leverage entrepreneurial and internet expertise to identify and harness valuable marketing opportunities and drive business development. Manage consumer product development initiatives by optimizing resources, skillfully assessing customer needs, and aggressively pursuing company growth. Passionate, driven team leader committed to building and enhancing brand and maximizing success.

Web Marketing • Brand Development • Consumer Product Development
Word-of-Mouth Marketing • Relationship-Building • Strategic Partnerships • Resource Optimization
Entrepreneurship • Business Development • Software Development • Website Design • P&L
Grassroots Marketing • Customer Relations • Project Management • Creative Thinking

PROFESSIONAL EXPERIENCE

COFFEECUP SOFTWARE, Corpus Christi, Texas • 1996-2007

A multi-million dollar provider of downloadable web design software and services.

<http://www.coffeecup.com>

Founder and CEO

Built revolutionary software company from the ground up by pioneering development of CoffeeCup HTML Editor, an application enabling nontechnical consumers to develop personal websites. Spearheaded comprehensive daily operations and maintained P&L accountability. Drove design and development for 20+ software programs and services, including web hosting, search engine submission, and custom software for Mattel, GE, and other clients. Grew business by forging strategic partnerships with major distribution sites including CNET and Ziff-Davis and spearheading marketing initiatives. Managed website activities, e-commerce system, and email newsletter distribution to 2M users monthly. Continuously updated product line to maintain competitive advantage, enhance features, and harness emerging technologies. Supervised 10-40 employees.

Major Accomplishments:

- Grew company from idea into a provider of 55M+ downloads of 20+ software applications.
- Provided 1M+ students with free web design software by developing CoffeeCup Educational Software Package.
- Harnessed and leveraged 10K+ users to drive 1st-of-its-kind CoffeeCup Ambassador program, designed to empower users in evangelizing company.
- Launched separate Web Hosting Company (Bluedomino.com) for 15,000 Users.

Software and Website Highlights:

- Earned recognition as 1 of top 5K websites visited on the internet in 2007.
- Garnered outstanding success in emerging online industry, securing status as 1 of 1st 100 downloadable software programs.
- Achieved standing as #1 downloaded web design software from download.com and tucows.com for 10 consecutive years.
- Secured position as #400 in *Interactive Week Magazine's* "Interactive 500" in 2000.

continued...

CoffeeCup, Software and Website Highlights, continued...

- Won multiple Shareware Industry awards including Best Web Enhancement/Utility in 1999 and 2000, Best Internet Communication Software in 2001, Best Web Enhancement Software in 2002, and Best Internet Enhancement Software in 2002-2004.
- Increased company visibility by securing 1000s of articles and reviews worldwide.

RAVEN & SPARROW, Corpus Christi, Texas • 1994-1996

An internet café that laid the foundation for CoffeeCup Software.

Owner/Operator

Built one of the world's 1st 25 internet cafes by selecting location, developing marketing, and forging partnership with local ISP to provide free internet service for the public.

Major Accomplishments:

- Earned recognition as 1st commercial website in Corpus Christi and only free internet access provider city-wide.
- Grew business by developing websites for customers, ultimately launching CoffeeCup software.
- Spearheaded development of CoffeeCup HTML Editor by partnering with computer programmer to create application, installing program on Raven & Sparrow computers, and posting it at CoffeeCup.com as free download.
- Leveraged dramatic software success by partnering with Shareware.com to increase availability and exposure.

EDUCATION

Honorary Doctorate of Humane Letters

Endicott College, Boston, Massachusetts

Publications

Author: My Website Is Better Than Yours (Book 2005 Out of Print)

Learn HTML & Web Design from the Inside Out. Created for both the beginner and experienced Webmaster. The book includes the basics and advanced techniques for creating better Websites.

AFFILIATIONS

TEDx Speaker – (<https://youtu.be/CWdbum9wHBU>)

Member – American Marketing Association

Member – Word-of-Mouth Marketing Association

Founder – Organization of Independent Software Vendors

Founding Member – Tech Bloc San Antonio

TECHNIQUES & TECHNICAL SKILLS

Multiple Web Design Languages:

HTML • Flash • Java • JavaScript • Ajax • PHP • Perl • ASP • CSS • RSS • XML

Practices:

SEO • SEM • PPC • CPA • Email Marketing • Web Analytics • WOM • CRM

UPDATE: Sold CoffeeCup Software & Web Hosting Company 2007. Non-Compete 2007-2009

**Marketing Director | Director of Strategic Initiatives at Rackspace Hosting
June 2009 – December 2013 San Antonio, Texas**

Responsible for the Marketing & Branding launch of the Rackspace Cloud as well as the Creation & Launch of the Rackspace Startup Program. Helped take the Rackspace Cloud division from 100's of users to tens of thousands of users and was one of the main forces that helped make the Rackspace Cloud recognizable as the leader worldwide in Cloud Hosting with 100's of millions of dollars in revenue. (<http://www.rackspace.com>)

**Co-Founder Geekdom
July 2011 – Present San Antonio, Texas**

The Place Where Startups Are Born. Geekdom is a Collaborative Coworking space where Entrepreneurs, Technologists, Developers, Makers & Creatives help each other build businesses & other cool things together.

Like a gym membership for Geeks: The mission of Geekdom is to provide an inspiring environment for bright minds to explore ideas in entrepreneurship, technology, leadership, and creativity, develop talents and connect to a community of like-minded people.

Geekdom has 2 Locations in San Antonio Texas & San Francisco California and is the largest coworking space in Texas with 45,000 Sq Ft of Geeks and Entrepreneurs. Geekdom has been recognized as 1 of the Top 3 Coworking spaces in the United States. (<http://geekdom.com>)

Other Projects:

Created and Launched the Geekbus 2013

Geekbus is San Antonio's only school-on-wheels. A unique mobile learning unit that sparks student interest in technology and the process of learning in a fun engaging way. Geekbus teaches tomorrow's skills today by engaging teens in maker-centric hands-on activities onsite. (<http://geekbus.com>)

Open Cloud Academy 2013

Created the idea for a school for an Innovative Hands on Learning Experience for Linux and Network Operations Students. Hundreds of students have graduated to date and are working at Rackspace Hosting and elsewhere today. (<http://opencloudacademy.rackspace.com/>)

Techstars Mentor & SXSW Accelerator Coach 2012 - Present

Mentor & Advise Numerous Techstars Cloud Accelerator & SXSW Startups on Marketing, Branding, Business Models & Messaging. (www.techstars.com/program/locations/cloud/)

Tech Bloc Founding Member April 2015 - Present

Activating San Antonio's tech industry as one voice to support the public and private work needed to build a robust tech economy and ensure a vibrant San Antonio in the 21st century and beyond. (<https://www.satechbloc.com>)