

# Michael F. Schnuerle

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## OPEN SOURCE PRODUCT MANAGER & DATA ANALYST

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A proven leader with large-scale open source data and internet projects who has worked for government and Fortune 500 companies and is a two-time startup CEO. Draws from a cross-disciplinary background of data analysis, open source programming, government policy and transportation, and management experience.

## CURRENT WORK

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2020 - *now*     **Director of Open Source Operations.** Open Mobility Foundation. *Global.*  
Manages the open source community, development, and releases of the Mobility and Curb Data Specifications, allowing 300+ cities and private companies globally to exchange data to meet policy goals and the regulation of vehicles in the public right of way at non-profit org.

## PROFESSIONAL EXPERIENCE

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2016 - 2020     **Chief Data Officer.** Louisville Metro City Government. *Louisville, KY.*  
Louisville's first CDO running the city's open data website, data governance team, analytics projects, warehousing and ETL, external partnerships, open source tools, and automation. Public face of open data and innovation at national conferences and city run public events.

**Open Government Coalition.** *Creator.*  
Built a new platform to fund open source projects with private company funds for a network of government agencies. Includes open source projects like Waze WARP, SpeedUp USA, and IFTTT Open Data. Cities build together with reproducible and impactful results, saving time and money.

**Harvard Civic Analytics Network.** *Chair.*  
Chair of Stephen Goldsmith's city CDO network, creating best practice recommendations, data standard alignment, data infrastructure collaboration, and open source tool development.

**Open Mobility Foundation.** *Technology Council.*  
Elected position via the OMF board. Work includes Mobility Data Specification (MDS) contributions. Vice representative for Louisville, which is one of 15 founding cities building shared open source tools and recommending policy.

2011 - 2016     **Technology Director.** Autodemo. *Louisville, KY.*  
Manage an online video production company's technology including internal project management tools and workflow, website, CRM, network and hardware, and data integrations.

2007 - 2016     **Owner and CEO.** Metro Mapper LLC. *Louisville, KY.*  
Entrepreneurial startup for an interactive online mapping platform and APIs for nationwide geospatial neighborhood data. Custom-built APIs, data standardization tools, geocoding platform, and mapping services for governments and private companies.

2002 – 2007     **Product Manager.** Kinetic Corporation. *Louisville, KY.*  
Product manager responsible for designing from the ground up a robust web-based database application following PMP and Agile practices. Managed personnel teams, release schedule, and features for Fortune 500 clients including FedEx, GE, and Subway.

- 2000 - 2016 **Founder and CIO.** Purple Squirrel LLC. *San Francisco and Kentucky.*  
Consulting business for web design, hosting, SEO, social media. Clients include large businesses, start-ups, architectural and law firms, non-profits, political campaigns, and universities.
- 1998 - 2000 **Project Manager and Developer.** Analyst International. *Lexington, KY.*  
Designed and built e-commerce and dynamic database driven websites for Lexmark International, KY Department of Agriculture, and national startups.
- 1998 **Technical Administrator.** University of Edinburgh. *Scotland, UK.*  
Tracking medical research grant applications, database design, and process management.
- 1997 **Technology Manager.** Wordline Translations. *Paris, France.*  
Designed language-learning desktop software and website. Sales at national trade shows.
- 1994 - 1997 **Web Developer.** Gordon Communications. *Louisville, KY.*  
Maintained and created new areas for an extensive automotive site.  
Created other startup websites and built streaming video applications.

## ACCOMPLISHMENTS

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- 2018 **Breakthrough Innovation Guru Award.** One employee per year. Louisville Mayor Greg Fischer.  
Selected for open source project work on the Open Government Coalition and Waze WARP.
- 2013 - 2017 **Founder and Captain.** Code for America, Civic Data Alliance. *Kentucky and Indiana region.*  
Created Louisville's Code for America Brigade, a non-profit, focused on organizing 400+ volunteers around open data, government projects, civic engagement, and hosting hackathons.  
  
Built open source civic tech projects with nonprofits, media, and government: Louisville Metro, School for the Blind, NPR station, local newspaper, OpenStreetMap, and public school system.  
  
Presented achievements at national conferences like Code for America, organized hackathons, promoted outcomes with local and national press, and documented successes online.
- 2008 - 2012 **Google Certification.** *Official Google Maps developer and reseller.*  
One of 2 people in the USA to be certified and listed in the Google Marketplace.

## EDUCATION

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- 1992 - 1997 **B.S. in Computer Science.** University of Kentucky. *Lexington, KY.*  
Focus on Internet, Management, and Multimedia. Minors: Design, Mathematics  
*Cum Laude and With Honors*
- 1995 **International Education.** Royal Melbourne Institute of Technology. *Australia*  
History and Culture, Computer Graphics, Mathematics, and Art/Design courses.

*References available upon request.*