

Martin J. Logan

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CPO / CTO — Product, Technology, and Execution at Scale

Operator with a track record of building and turning around high-growth businesses in competitive markets. Focused on disciplined execution, strong teams, and capital-efficient growth.

- Built and scaled multi-billion-dollar product lines
- Delivered category-leading products against larger competitors
- Known for upgrading teams and improving execution velocity
- Deep technical background in distributed systems (author, *Erlang and OTP in Action*)

EXPERIENCE

Co-Founder

VoxSafe (nonprofit) · Jul 2025 – Present

Protecting older adults, including our own parents, from scams through real-time AI scam detection & free workshops. Voxsafe.com

Independent Director

Gateless · Feb 2023 – Present

Independent board director at Gateless, an AI mortgage technology company.

Chief Product Officer / Chief Technology Officer

Caesars Entertainment — Las Vegas, NV · Mar 2021 – Nov 2024

- Took sportsbook and online casino from early stage to top-4 market position
- Built **Caesars Palace Online** into the #3 online casino with 100%+ YoY growth
- Scaled team to 600+ over 3 years while maintaining high hiring standards
- Transitioned business from growth-focused to profitability; among the few profitable operators in 2024
- Led the response to the 2023 Scattered Spider cyber attack. Caesars kept operating throughout; a notable competitor attacked at the same time did not
- First to bring AI into Caesars
- Licensed by gaming regulators in 24 states

Chief Product Officer / Chief Technology Officer

William Hill — London, UK · Feb 2019 – Mar 2021

- Key contributor to valuation growth from ~\$500M to ~\$3.5B. The only operator besides FanDuel/DraftKings to be in all legalized states day 1
- Built sportsbook, online casino, and retail platform from the ground up in ~2 years
- Maintained operational stability through COVID-era sports shutdown

Chief Product Officer / Chief Technology Officer

Guaranteed Rate — Chicago, IL · Apr 2014 – Jan 2019

- Built first end-to-end digital mortgage platform in the country; drove ~\$5B incremental volume in year one
- Reduced loan cycle time from 60+ days to ~10 days
- Led product and technology for a 10,000+ employee #2 lender in the country

- Integrated major acquisitions including Discover Home Loans and Realogy partnership

Head of Client-Side Development — Cloud Drive

Amazon — Seattle, WA · Sept 2012 – Apr 2014

- Launched Amazon Cloud Drive consumer experience
- Rebuilt execution model to stabilize delivery
- Led photo storage strategy for Fire devices (including early unlimited storage offering)

GM: SEO & Merchandising, Mobile

Orbitz Worldwide — Chicago, IL · Jan 2010 – Sept 2012

- Owned platforms generating ~50% of bookings and search traffic
- Led launch of flagship mobile app (Apple Editor's Choice)
- Beat larger agencies like Expedia to market by over 6 months with industry-first mobile offering
- Drove SEO transformation, increasing non-brand organic traffic materially

EARLIER ROLES

- **Orbitz (2006–2010)**: Led business services, white label, and real-time intelligence teams
- **Clearpace (2005–2006)**: Dev lead turned sales engineer supporting enterprise deal acquisition
- **FutureSource (2003–2005)**: Team lead, commodities charting platform
- **Vail Systems (1999–2003)**: Built distributed network services used for decades post-departure

BOOKS, TALKS & RECOGNITION

- Author: *Erlang and OTP in Action* (400 pages on distributed systems)
- Speaker: Engineering, scaling organizations, and Agile execution
- Extensive experience hiring and building high-performance teams
- Recruiting and interviewing coach (10+ years of running training)

EDUCATION

B.E., Computer Science — **University of Illinois**

OTHER

- Founder and shareholder, DevOps.com — profitable media business (60+ employees)
- Built an LLM from scratch; built VoxSafe and VibeRep (iOS fitness app) using AI technologies
- AI consulting: turned a 10-person team that had struggled for a year into a 5-person team moving at a much faster pace
- Fluent Spanish speaker