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[www.elasticle.cz](http://www.elasticle.cz) (Company)  
[www.hellyeah.cz](http://www.hellyeah.cz) (Blog)

## Top Skills

Accounting  
Team Leadership  
Technical Management

## Languages

English

# David Šmehlík

CTO at Simpleflow & Elasticle, Product Manager at uLékaře.cz  
Prague

## Summary

I have been working in webdesign, production of internet applications and corporate branding from 2001. In my career I have taken a number of positions, from developer, to analyst, marketing specialist and server admin.

My current position is CTO. My everyday job is communicating with developers, inspecting new technologies and select proper ones to meet project goals.

I am a very communicative person, a quality that is very helpful when working with clients and trade partners. I know my job very well and I am capable at selling it.

On December 2012, I've sold my social agency Fleveo focused on leading Facebook/Twitter channels for corporate clients, consulting and FB Apps development.

Specialties: accounting, project managing, development lead

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## Experience

uLékaře.cz  
Product Manager  
November 2020 - Present (6 months)  
Prague, Czechia

uLekare.cz is the largest Czech telemedicine technology platform that connects patients with a variety of more than 300 healthcare professionals online and offline. Download our app and have your 24/7 doctor in your pocket.

Simpleflow  
Co-owner, CTO  
March 2019 - Present (2 years 2 months)  
Prague, The Capital, Czech Republic

Simpleflow is a start up founded to operate and sell our in-house build guest management platform currently deployed at events with both 5 or 5 000 participants. Friendly pricing, state-of-art data analytics, online and real-world applications. Based on H2 Events experiences, built by Elasticle, self-founded as we are profitable from the very beginning.

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References: ŠKODA, Bata, Porsche, Modrá pyramida Komerční Banky, F5, L'Oreal & adidas

## Elasticle

Co-owner, CTO

October 2015 - Present (5 years 7 months)

Elasticle is software development company focused on enterprise information systems, data sharing solutions, SaaS platforms, complex websites and digital marketing.

## Proof & Reason

Regional Director

April 2015 - December 2015 (9 months)

Brain-powered web development.

Company that has a clear vision of pushing web standards higher. Was founded after more than 10 years operating in the industry of web applications development and webdesign under JP Consult brand. Company is situated in the centre of Europe and delivers high-standard performance in abroad as well as in Czech Republic.

## MistyLab

Managing Director & Founder

January 2013 - March 2015 (2 years 3 months)

MistyLab is a company mainly focused on the development of specific intranet systems and applications for various platforms. We have also run a couple of short-term campaigns for clients. Our developers have worked on a number of intranet, mobile and Facebook applications (e.g. Strabag, Microsoft, SKODA Auto, Peugeot, Finlandia). We have cooperated with most of the biggest worldwide digital agencies (e.g. Ogilvy, Havas Worldwidean, McCann Erickson). Part of the team is also participating in the globally oriented startup Druidly.

beepcube s.r.o.

Account director

July 2011 - July 2014 (3 years 1 month)

beepcube is a nifty small box which connects virtual worlds with the real one. Your event's visitors are given chips (RFID cards or bracelets) and you deploy the box in a desired location. Then we teach it to add discounts, count the attendees, let them enter attractions, post messages to Facebook or anything else that comes to your mind.

druidly, Inc.

Co-founder, co-owner

June 2012 - December 2013 (1 year 7 months)

Prague, The Capital, Czech Republic

Druidly develops platform for automatic content distribution to mobile phones, tablets and computers. Customer comes to druidly's web and fills the basic info (e.g. for newspapers it is just a RSS URL). Then he can make some customizations (look and feel), Druidly builds an application based on that request and publishes it to Windows Store / App Store / Google Play. Behind the scene is a big data processing engine, CDN, analytics and lot of statistical and behavioral data about the consumers.

Flevo s.r.o.

Founder and ex-CEO

May 2009 - December 2012 (3 years 8 months)

Flevo is an online marketing agency providing complete realization of social media marketing, process designs made both by media agencies and our own. Our clients are from middle and higher corporate sphere, both directly and through media agencies. We design marketing strategies – concept and content of fanpages, viral Facebook applications and FBads advertising campaigns. The agency has been sold on December 2012 to one of the biggest digital agency in Czech republic, SiteOne.

30minut.cz

Co-founder and editor

November 2008 - October 2009 (1 year)

Online magazine about the most interesting IT-focused people in Czech republic.

Hexmotive s.r.o.

Product manager

September 2007 - July 2008 (11 months)

Project of fantasy multiplayer browser game. RubyGates was a realtime strategy game with characteristics of RPG. Thousands of players could play together on interconnected worlds.

I was a manager of the "creative team" (designers and copywriters). I was taking care of VMware VSphere cluster based on DELL infrastructure.

FlareWare s.r.o.

Managing director & Founder

February 2006 - September 2007 (1 year 8 months)

FlareWare was company focused on webdesign, it was my first real touch with business and company processes.

Bannery.cz

Public relations

March 2004 - November 2005 (1 year 9 months)

P2P ad system developed by a couple of really young folks. We provided service for getting know about your website or project.

SuperHosting

webmaster

2002 - 2004 (2 years)

Computer Press

Editor of magazine Computer

2001 - 2004 (3 years)

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## Education

Charles University in Prague

· (2012 - 2013)

Gymnazium Jaroslava Heyrovského

· (1999 - 2007)