Sam Mogil

Weston, CT | sam@squadup.com | linkedin.com/in/sammogil/

SUMMARY

Product-driven technical leader with a proven track record in startup operations, front-end development, and scaling B2B SaaS platforms. As a key executive at SquadUP, helped grow the business across live events and ticketing, built internal tools and external client platforms, and led product innovation through periods of rapid expansion and change. Equal parts builder and strategist — capable of owning architecture and code, managing cross-functional teams, and driving outcomes.

EXPERIENCE

SquadUP, Inc. – Los Angeles, CA

Co-founder, VP of Product | 2012-2020

CEO | 2020-2025

SVP, Product | 2025

- Drove platform growth across high-volume ticketing, client success, and payments — directly managing technical and operational teams while overseeing critical infrastructure decisions.
- Architected internal and client-facing tools including real-time reporting dashboards, onboarding flows, and payment reconciliation workflows.
- Implemented a Sentry → Linear integration pipeline enabling error triage and AI-assisted task assignment using Devin, our internal LLM dev agent.
- Led high-pressure incident responses, including post-mortem handling and escalation with third-party providers (e.g., Worldpay), maintaining client trust through transparent communication.
- Directed org-wide CEO transition comms, ensuring continuity across leadership, client relationships, and team morale.
- Advocated for headcount and team scalability in CS, Finance Ops, and Engineering; implemented developer onboarding plans and culture committee initiatives.

TECHNICAL SKILLS

Languages & Frameworks: React / Next.js, TypeScript, HTML/CSS
DevOps & Infra: Cloudflare, Vercel, GitHub, AWS

Payment Processing: Braintree, Stripe, Worldpay
Tools: Sentry, Linear, Supabase, n8n, Webhook.site, Supabase, Figma, v0
AI/Automation: Devin AI SWE, Claude Code, Cursor, Chatgpt, Perplexity

PROJECTS

Developer Onboarding & Internal Docs

- Built a structured 90-day onboarding roadmap for engineering hires, streamlining environment setup, first PRs, debugging with Devin, and exposure to SquadUP's service architecture.

Custom Workflows & Automations

- Integrated payments/ticketing data into webhook.site for rapid testing and QA.
- Built custom automations using n8n to reduce manual work across operations and finance.

Client Communications & Branding

- Wrote and designed high-impact client emails (CEO announcement, change-of-address, POS outreach).
- Developed brand-aligned visuals and logos, using custom vector art and AI-assisted tooling.

LEADERSHIP & STRATEGY

- Acted as executive sponsor for major client relationships and platform launches.
- Helped shape SquadUP's transition from founder-led operations to new executive leadership.
- Championed team culture with initiatives like remote events, happy hours, and team retreats.
- Frequently served as escalation point for payment disputes, client issues, and operational fire drills.

EDUCATION

Duke University

Captain, Coach and President of Club Lacrosse