

Michael Blonsky

Technology Executive and Licensed Real Estate Broker

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Summary

Started in enterprise software and consulting (Accenture, Grant Thornton, Zaplet, Cast Iron, VMware), then co-founded startups and served as CTO of a national nonprofit. Since 2016 I have owned a real estate brokerage licensed in five states and a Las Vegas property management company, and I wrote the software that runs both: rental lead intake, MLS data feeds, trust account reconciliation, transaction management and the public websites. Most of it runs on Google Cloud.

Comfortable owning the roadmap, setting architecture, reviewing code and making buy vs. build calls. Have managed agencies, consultants and ISV partners and know what a clean handover needs to include. Most of my product decisions start with watching how property staff work today.

Core Strengths

Area	Skills
Product and roadmap	Roadmap ownership, discovery with operators, requirements and acceptance criteria, build / buy / integrate decisions
Architecture and integrations	APIs, middleware, scheduled and event-driven data pipelines, systems of record, failure and duplicate handling
Property operations	Leasing funnel, applications and screening, rent collection, work orders, trust accounting, tenant portals
Delivery and production	Environments, code review, CI/CD, release management, monitoring, incident response
Vendor and partner management	Agencies, ISVs and consultants; technical standards, code ownership, clean handover
Security and data	Tenant and financial data handling, access control, audit logging, regulatory compliance
Hands-on stack	Python, Google Cloud (Cloud Run, Firebase, Firestore, App Engine), PostgreSQL, SupaBase, Apps Script, Claude / OpenAI / Gemini APIs, iOS

Experience

Change Real Estate • Broker / Owner and Head of Technology

2016 to Present • Alexandria, VA and Las Vegas, NV

Boutique brokerage and property management firm licensed in NV, VA, CA, MD and DC, operating ChangeVegas.com and ChangeVirginia.com. Own the business and all of its technology. No in-house engineers.

- Wrote TransactionMinder, our transaction management system, which tracks every deal from signed contract to closing.
- Set the roadmap for all internal and client-facing systems. Picked RentecDirect as the property management system of record and MLS feeds as the listing source, and built our own tools around them.
- Rental lead intake: parses inquiries from Apartments.com, Zillow, Trulia, Rent.com and Zumper, matches each lead to the right property using fuzzy address matching, drafts replies through the Claude API and logs every step for audit.
- Designed scheduled integration pipelines from BrightMLS and Coality into Firestore and PostgreSQL that keep listing data current across both brand sites with no manual entry.
- Run ChangeVegas.com and ChangeVirginia.com on Firebase Hosting and Cloud Run (Python backend), including deployments, hosting config and production support.
- Run the tenant side of the Las Vegas property management business through rent.changevegas.com, a branded RentecDirect portal for rent payments, maintenance requests and messaging.
- Automated the monthly Nevada Real Estate Division Form 546 trust account reconciliation for both the rents and security deposit accounts.
- Write most new code with Claude, ChatGPT and Gemini, and review it the way I would review an agency's work: version control, code review, staged releases.
- Added llms.txt files and structured content so both brands get cited in ChatGPT, Claude and Google AI Overviews.
- Lead a multilingual team (English, Spanish, Thai, Russian) covering residential, commercial, property management and an investor program for domestic and foreign buyers.

555 Labs • Principal

2011 to Present • San Francisco Bay Area and Las Vegas, NV

- Technology strategy, architecture and delivery for startups and established companies: Python web apps on Google App Engine, native iOS apps in Objective-C through App Store release, LAMP and WordPress sites, email marketing and analytics.
- Most recently, built a community portal for a 112-home civic association that replaced its paid HOA software. Firebase App Hosting, transactional email with custom throttling, designed to support multiple communities later.

Family Independence Initiative (now UpTogether) • Chief Technology Officer

2013 to 2016 • San Francisco Bay Area

- First senior technology leader at a national nonprofit focused on economic mobility for low-income families. Owned technology strategy, platforms and vendor relationships.
- Designed, architected and programmed the initial version of the UpTogether private social network platform. UpTogether connected families and collected and reported participating families' financial and progress data, which required careful handling of sensitive personal information.

Founder and Startup Leadership

2009 to 2015 • San Francisco Bay Area

- **ForteFive LLC, Co-Founder and CTO (2010 to 2015).** Incubated and bootstrapped several ventures with a team that had worked together for more than six years.
- **Perkvine, Founder and CEO (2010 to 2011).** Built a pay-for-performance rewards network connecting restaurants and caterers with high-margin business customers.
- **Fashion4Freedom, Board Member and Acting CTO (2011 to 2013).** Technology lead for an ethical fashion social enterprise operating in Vietnam, New York and San Francisco.
- **GoingOn, VP of Services and Support (2009 to 2010).** Ran services and customer support for a commercial open-source social learning platform built on Drupal and Moodle.
- **PacketTrap Networks, VP Operations (2008 to 2009) and earthfaves AG, VP of US Operations (2009).**

VMware • Senior Manager, Virtual Appliances and ISV Solutions

2006 to 2008

- Started and built out VMware's virtual appliance initiative, which helped define a new category of software distribution.
- Created and ran the VMware Certified Virtual Appliance Program, setting the technical standards third-party software vendors had to meet. Led global ISV outreach and evangelism.

Cast Iron Systems • Director of Advanced Solutions

2003 to 2006

- Senior services leader at an application integration company (later acquired by IBM). Owned pre-sales and post-sales technical delivery for key customer integration engagements worldwide.

Zaplet, Inc. • Senior Solution Architect

2000 to 2003

- Led the solutions architecture team. Helped architect the Zaplet Appmail Server and development environment and delivered it to enterprise customers.

Earlier Career

- **Hitachi Consulting (Grant Thornton), Manager (1998 to 2000).** Ran the Bay Area netSolutions consulting practice, covering business development and delivery.
- **Naviant, Senior Systems Architect (1997 to 1998).** Led five Java developers building a one-to-one marketing system on a 2 million customer data mart for Royal Trust of Canada.
- **Accenture, Senior Consultant (1994 to 1997).** Designed the object-oriented framework behind multimedia business simulations for GE Capital.
- **VIPS, Inc., Programmer / Systems Analyst (1991 to 1994).** Founding member of an R&D group building client-server audit and compliance analysis of mainframe data.

Education and Licenses

- **M.S., Business and Technology,** Johns Hopkins University
- **B.A., Art History / Architectural Studies,** Tufts University
- **Real Estate Broker,** Nevada, Virginia, California, Maryland, District of Columbia