

# Jeff Dorchester

Founder-CTO · Industrial Designer Turned Tech Executive

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## Summary

Industrial designer turned founder-CTO. 27 years, six companies, one exit, one near-IPO. I build regulated software, and I fix what others have walked away from. SOC 2 · HIPAA · CIS · Microsoft Ignite keynote.

## Experience

### Yeturn Health: Chief Technology Officer

*Aug 2023 – Apr 2026 · Contract · Remote (company DFW-based)*

Behavioral-health platform combining proprietary SaaS with human-delivered peer support and coaching. Serves incarcerated populations, correctional staff, and employer groups.

- Joined as strategic consultant. Shipped a multi-year stalled product to MVP in 90 days, then iterated past the original spec to what users actually needed. Promoted to CTO.
- Landed Yeturn a **multi-year federal agency contract** through a partner introduction.
- After a company-wide RIF, ran the **entire technology function solo** through an extended period: engineering (frontend, backend, QA, UAT), IT/sysadmin, infosec, endpoint, and compliance. The regulated platform served **thousands of patients in active care**.
- Held **high availability**, measured by Azure monitoring across the user-facing app and proprietary EHR. Coverage included frontend availability, backend APIs, and auth. Maintained a public-facing status page for compliance transparency.
- Delivered three compliance programs in parallel: **SOC 2**, a **HIPAA-conformant program** (administrative, physical, and technical safeguards), and **CIS Critical Security Controls 1-18**.
- **Materially increased operational leverage** through UX-driven workflow redesign.
- Won a strategic partnership with a **top-tier US healthcare provider** off the back of the new compliance posture.
- Trained the entire company on compliance posture from scratch. Built a security-and-privacy culture that hadn't existed before.

### iRel8: Co-Founder & Chief Technology Officer

*Nov 2017 – Aug 2024 · Denver, CO*

Bootstrapped peer-to-peer mental-wellness mobile platform built on the thesis that anonymity unlocks vulnerability. White-labeled to mission-critical partners across mental health, first responders, special forces, and maternal health.

- Co-founded the company with one partner. Owned product, technology, architecture, and platform engineering across iOS, Android, and web. Self-funded throughout, with no outside capital.
- Scaled to **100,000+ users** through partner channels, with real-time chat translation across **54+ languages** via Microsoft Translator integration. White-label deployments included **Yeturn Health** (mental health and SUD), **All Clear Foundation** (emergency responders, distributed via **AT&T FirstNet**), **Special Forces Foundation**, and **Dr. Shalon's Maternal Action Project** (Black maternal health).
- Engineered a multi-layer safety system for anonymous peer-to-peer chat: human moderation, text pattern recognition, keyword detection, and AI escalation across sensitive populations. Every flagged risk event resolved with a positive outcome.
- **Drove a multi-year strategic partnership with Microsoft**. Sourced it from a [Microsoft Transform article](#) that headlined the Microsoft homepage for over a month and surfaced iRel8 to Microsoft's Tech-for-Good division. Secured a **multi-person Microsoft product team contributed pro bono for multiple years** (multimillion-dollar in-kind value).

- Led a complete platform migration to a **Microsoft-native stack** (Xamarin, custom API, and Azure), replacing the original Google/Ionic foundation.
- **Microsoft Ignite 2018 keynote speaker.** Featured in Scott Hanselman's session in front of 5,000+ in-room attendees plus the larger online stream. Roadshow included NYSE interviews and the podcast circuit.
- Earned multiple subsequent Microsoft Transform features, including coverage of partner deployments.
- Joined Youturn Health operationally in 2023-2024 as the platform's white-label partner scaled. iRel8 wound down through 2024. Continued the work as Youturn's CTO.

### **Monetary: Co-Founder & VP, Marketing and Design**

*Oct 2015 - Sep 2017 · Denver, CO*

POS integration platform for payments, marketing automation, loyalty, gift card, and scheduling. Joined as co-founder of the acquiring entity through Loyl.Me's 2-year retention.

- Led the platform integration of Loyl.Me into the Monetary product suite, including the payments tooling stack.
- Built the platform foundations and partner relationships during the 2-year retention period. Exited cleanly at the end of term.

### **Loyl.Me: Founder & Chief Creative Officer**

*Sep 2012 - Oct 2015 · Denver, CO*

Bootstrapped CRM and automated-marketing platform serving SMBs through Fortune 500. Acquired by Monetary LLC, October 2015.

- Co-founded the company with one partner after our prior 100+ person employer burned through capital chasing the same vision. Owned product, technology, and platform engineering.
- Architected white-label from day one. Partners ran their own branded customer-facing fronts. Loyl.Me was the engine behind them.
- **Scaled to 18 countries and 6 languages, mostly organic.** Channel partnerships filled specific markets. Customers ranged from street-cart vendors to Fortune 500 enterprises.
- Hit revenue and went global in **month one**, without outside capital.
- **Product wedge:** turned passive marketing data into automated, individualized customer actions. Every offer and every message went out based on actual purchase behavior, not blanket campaigns.
- Sold to Monetary LLC in 2015. The buyer was the same investor who had previously walked away from the problem with 100+ employees.
- Stayed on through the 2-year integration as co-founder of the acquiring entity. Led knowledge transfer, then exited cleanly.

### **ProfitStreams: Creative Director**

*2010 - 2012 · Denver, CO*

- Member of the leadership team at a 100+ person closed-loop POS marketing platform. Departed with a future co-founder to launch Loyl.Me after the company's capital trajectory broke down.

### **Dorchester Design: Owner & Senior Consultant**

*1999 - 2019 · Phoenix, AZ, later distributed*

Long-running independent technology, product, and creative consultancy. Selected engagements:

- **Eufora** (13,500+ hours): Creative Director, UX Lead, **Senior Compliance Officer**, and Card Program Director for a prepaid MasterCard® program with a patented credit-building platform.
- **Crazy Good Marketing** (2,500+ hours): Creative Director. Brand management, web design and development, motion graphics.
- **TCR** (4,000+ hours): Creative and Project Director for a multi-series motorsports racing organization.
- **StrongBox** (6,000+ hours): Industrial Designer and Owner. Designed, prototyped, and manufactured an innovative compact-disc case product through B2B retail distribution.

## Selected concurrent ventures

### Set Jet: Co-Founder & Creative Director

2014 - Jan 2024

Membership-based private aviation startup serving West Coast hubs (Scottsdale, Las Vegas, LA, Orange County, San Diego, Salt Lake City, Aspen, Cabo). Pursued a public listing via SPAC merger with Revelstone Capital Acquisition Corp. (Nasdaq: RCAC). The business combination cancelled in January 2024. Owned brand, marketing site, and member-facing UX through the company's growth and IPO-track period. Concept originated 2004 with a long-time business partner.

## Speaking, writing, recognition

- **Microsoft Ignite 2018:** keynote speaker (Scott Hanselman session, 5,000+ in-room plus larger online stream). Topic: building a mental-wellness platform on a Microsoft-native stack.
- **Forbes (Sept 2020):** "How Innovative Tech Platform iRel8 Is Helping Shatter The Stigma Of Mental Health By Giving People A Chance To Support Each Other," feature article by Afdhel Aziz.
- **Microsoft Transform:** multiple featured articles on iRel8 and partner deployments. The original 2018 piece headlined the Microsoft homepage for over a month.
- **NYSE roadshow appearances** alongside the Microsoft strategic partnership.
- **MIT Solve:** iRel8 platform featured in the MIT Solve solution database.
- **One Mind PsyberGuide:** iRel8 evaluated in the independent mental-health app review.
- Podcast guest on Hope Illuminated, The 6 Figure Developer, and others.

## Education

**B.S. Industrial Design**, Arizona State University, College of Architecture and Environmental Design (1999).

**Köln International School of Design**, Fachhochschule Köln, Germany. Exchange program (1999).

## Skills

- **Leadership:** CTO, CPO, board engagement, exec-team partnership, technology-team building from zero through enterprise scale, technical advisory.
- **Compliance:** SOC 2, HIPAA-conformant program design and operations, CIS Critical Security Controls 1-18, internal-audit programs, public-facing status and transparency.
- **Cloud and infrastructure:** Microsoft Azure (compute, identity, monitoring, data services), endpoint and identity management, observability.
- **Product engineering:** full-stack web, mobile (iOS, Android, Xamarin, Flutter, Ionic), custom APIs, multi-tenant white-label platforms, regulated SaaS.
- **Founder operations:** bootstrapping discipline, M&A execution (one closed exit), IPO-readiness exposure (one SPAC-track), strategic-partnership development (Microsoft multi-year).
- **Industrial-design heritage:** UX/UI, brand and creative direction, product packaging, supply-chain thinking, prototyping.