

Joseph Croft

Solutions Engineer



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Summary

Technical business leader with 10+ years of experience connecting technology, customers, and business strategy to solve complex operational challenges.

Known for translating technical concepts into practical business solutions while serving as the bridge between customers, sales, support, and engineering to improve workflows and help businesses confidently adopt technology. Founder of GetBloomDirect, leading product strategy, software architecture, and end-to-end SaaS product development from concept through production deployment.

Areas of Expertise

Business & Leadership

- Solutions Engineering
- Technical Sales
- Customer Success
- Product Strategy
- Cross-Functional Leadership
- Operational Process Improvement

Technical & Product

- Software Architecture
- API & Systems Integrations
- Cloud Technologies (AWS)
- SQL & MongoDB
- Technical Communication
- Solution Discovery & Requirements Analysis

Professional Snapshot

500 +	10 +	Founder & Builder	Known For
Businesses Supported	Years Helping Businesses	GetBloomDirect	Simplifying Complex Problems

Professional Experience

The Floral POS

Support & Technical Operations Leader | 2016 - Present

- Served as the trusted advisor to over 500 independent businesses, partnering with business owners to implement technology, improve operational workflows, and solve complex software and infrastructure challenges.
- Partnered closely with the sales team to conduct product demonstrations, answer technical questions, and guide prospective customers through software evaluations and purchasing decisions.
- Connected customer, sales, support, and engineering by translating business needs into actionable product feedback and practical operational solutions.
- Led software implementations and customer onboarding, helping business owners confidently adopt new technologies, integrate e-commerce solutions, and improve operational workflows.
- Designed and implemented operational workflows, escalation processes, and team communication standards that improved collaboration, accelerated issue resolution, and continue to support day-to-day operations.
- Mentored sales and support team members, standardized onboarding practices while acting as the primary escalation resource for complex technical and operational issues.

Founder | Product Strategy & Engineering

GetBloomDirect

2025 - Present

- Conceived and launched GetBloomDirect, as SaaS platform designed to connect independent florists through a direct order fulfillment network that reduces fees and improves operational efficiency.
- Led every stage of product development, including customer discovery, product strategy, software architecture, feature prioritization, and production deployment.
- Designed and developed the platform using [Next.js](#), TypeScript, MongoDB, AWS, Tailwind CSS, and Vercel, implementing authentication, APIs, messaging, notifications, payments, and workflow automation.
- Validated product direction through direct conversations with independent florists, customer demonstrations, market research, and ongoing product feedback.
- Continue to evolve the platform through customer feedback, iterative product development, and long-term business strategy.
- Manage product vision, customer relationships, marketing strategy, and long-term business growth while continuously refining the platform based on real-world customer feedback.

Education

B.S. CIS
DeVry University

Certifications

AWS Cloud Practitioner
AWS Solutions Architect (In Progress)