

Product Engineering Leadership

Delivered 30+ Products | Global Teams - Europe and South America

- Servant leader
- Agile Scrum
- Effective remote management
- Culture Creator
- Traction (EOS)
- CI/CD Pipeline
- Open Source
- 15+ years
- MVC, OOP
- PHP, Perl
- ReactJS
- NodeJS
- Ruby on Rails
- Python
- Swift

Professional Highlights

- **Early-Stage Growth:** Enabled explosive growth (20x) during COVID-19 with high retention of customers
- **Startups:** Mitigated security risks and rebuilt applications on ReactJS & Node
- **Turnarounds:** Built foundational engineering centers in the US and So. America
- **Reduced cost:** by 66% to support \$12M/yr growth by removing duplicate AWS services and migrating to GCP

Professional Experience

d:p, Austin TX
Engineering Leadership Consulting

Executive Consulting
05/2020-*

Technical, executive consulting

- ❖ Palm.com - mini smartphone maker: SEO, strategy, ecommerce, performance
- ❖ ecommerce shop builder: engineering strategy, releases, Agile
- ❖ *Stealth health company:* interim-CTO, computer vision MVP, technical fund raising

TeleVet, Austin TX
CTO

Mobile-First Telemedicine
11/2019-05/2020

Preseed to Series A: CTO of this telehealth solution for veterinarians.

- ❖ 20x growth in early 2020
- ❖ Launched API microservices on multi-zone Kubernetes clusters
- ❖ Implemented CI/CD, multi-branch pipeline
- ❖ Architected system in full that became foundation of series A venture funding
- ❖ Acted as scrum master: daily standup, tracking velocity, managing backlogs and setting up sprints
- ❖ Led strategy, planning, and execution of TeleVet technology roadmap
- ❖ Maintained strong relationships with key customers, partners, and vendors
- ❖ Evangelized the technical vision and ensure we are meeting company goals
- ❖ Evaluated and implemented technology solutions to meet current and future needs
- ❖ Created from ground up, engineering competency
- ❖ Created overall technology standards and practices, and ensure adherence

OwnLocal, Austin TX
VP of Engineering

Advertising Automation
 05/2018-11/2019

Months in, the CEO called me “the most effective VPE that he’s ever worked with.”

- ❖ Error reports reduced from hundreds per week to teens
- ❖ 82M+ impressions per month
- ❖ Improved sprint completion 5x in 2 months
- ❖ Implemented Agile methods with new processes including how to write issues and bugs
- ❖ Launched three new major features with teams of product, software engineers, and data science
- ❖ Negotiated 1+ years in hosting funds from Google to switch to GCP (+ Google paid to migrate)
- ❖ Built new remote engineering office in Uruguay to support local engineering, ~7 people
- ❖ Revenue grew by 10-15% in a heavily declining industry (news print)

YouScience, Nashville TN
Head of Engineering

Patented Career-Matching Application
 04/2017-05/2018

Engineering and product leadership for this application - career matching aptitude test based on science!
 Helped land State of Georgia deal by leading engineering, improving algorithms, and hands-on proof of concept adding colleges and universities to matching recommendations.

- ❖ Listed on patent algorithm for matching
- ❖ Implemented **vision** for new product focused on college matching
- ❖ Doubled engineering team with new office in Austin, establishing stability and growth
- ❖ Supported changes necessary to **land state-wide license for Georgia**, 2 years in the making
- ❖ Architected new, highly available and resilient platform on Facebook tech stack
- ❖ **Expanded backend services** with detailed API documentation and reduced latency
- ❖ Implemented vision of improved telemetry and alert monitoring to catch issues more quickly
- ❖ **Patented our algorithms** core to the product, providing a significant competitive advantage

frog design, Austin TX
Global Director

Industrial Design Giant
 06/2007-11/2016

Reporting to CFO, responsible for all frog applications and experience touch points - software development, network, infrastructure, support, data pipelines, analysis, and procurement. Employed ideation sessions for rapid delivery and Root Cause Analysis to quickly respond to issues. With an open canvas and emerging SOA design patterns, I moved applications to AWS, integrated enterprise authentication and authorization with Microsoft directory services, interconnected API's, and fully synced with more legacy systems like SAP. Grew teams with 5 crucial actions (10-200+) - please ask me!

- ❖ Delivered and improved 10 applications critical to resource management and client experience
- ❖ SOA applications connected to each other and synced data with Microsoft backend and SAP BI
- ❖ Migrated applications and infrastructure from 9 data centers to AWS and Microsoft
- ❖ Reduced budget in half while improving services and connectivity
- ❖ Responsible for staff and infrastructure in 9 studios world wide
- ❖ Managed 18-20 direct reports. Overall developer pool was ~200

D2P, Austin TX
Technical Architect, Entrepreneur

Technology Agency
01/2002-06/2007

As an entrepreneur, I had a vision for great consulting and working on exciting new projects. Hired engineers, worked with design firms, and started a small business.

- ❖ Public Strategies - Built application to alert clients of potentially damaging news and online information aggregated from sources overnight
- ❖ Hired to shake up the competition with exciting new products
- ❖ Acquired 15+ clients from Amsterdam to SF
- ❖ Honed my ability to effectively manage people that don't report to me
- ❖ 2-month deadline to build an insurance advising app connected to 9+ insurance companies, no one else would touch it for less than \$100K... I did it for less, on time, and on budget
- ❖ Created calendaring system for Martha Stewart's personal show appearances, integrated with Lotus Notes
- ❖ Developed survey engine that I used for several clients

Catalis Health, Austin TX
Senior UI Engineer

Healthcare Mobile App
02/2004-02/2005

Deja.com, Austin TX
Member of Technical Staff (favorite title)

E-commerce, Community
09/1999-12/2000

I learned so much from my manager at Deja, Matthew Mengerink who would go on to become the CTO of Paypal. Protect the team, take blame and give credit. Lead integration with partner LinkShare. *Share what you know, Learn what you don't* - one of my guiding principles!

Education

General Management, 2015
McCombs School of Business, The University of Texas at Austin

BBA Computer Information Systems, 1999
West Texas A&M University, Canyon TX

Board Advisor, Austin Coding Academy

U.S. Selective Service System Board - Barack Obama Presidential Appointment