
Director of Engineering

Success leading solutions development and delivery of digital products in startups and mature organizations

Executive leader skilled at communicating the value proposition of digital transformation across multiple industries and technology platforms. Adept at changing proposals into team execution plans and cultivating horizontal and vertical relationships that foster competitive and thriving organizations. Customer-inspired, results-driven and talented at operational decision making, stakeholder management, and issue resolution. Integral in the creation of processes that elevate quality and productivity, and happiness. Expert presenter, negotiator, businessperson, and engineer who builds accountable, top-performing teams.

Core Competencies

Leadership	Product & CX	Technical
Strategic & Operational Leadership	Product Quality & Lifecycle	Domain-Driven-Design Methods
Business Tradeoffs & Enablement	Brand Awareness Promotion	Frontend & API Development
Team Goal Setting & KPI Attainment	Solution Design & Development	System Architecture & Security
Incident & Change Management	IA, UI, UX	Rapid Prototyping & Code Reviews
Talent Acquisition & Development	A/B Testing & Analytics	Software Technical Debt Reduction

Professional Experience

Gainbridge Life (Group1001)

New York City, New York

Director, Digital Platform (08/2017 to 01/2020)

Successfully executed the organization's strategic and technical vision within an internally funded FinTech startup bringing annuities direct-to-consumer. Launched a distributed digital retail annuity sales and administration platform, grew a fully-remote team from 5 to 20 members within two years, and earned \$1M in weekly sales in under 12 months. Working cross-functionally and inter-company oversaw and directed all business-critical technology and engineering operations including but not limited to:

- **Vendor management** for consultancies and SaaS providers; contract and SLA negotiation.
- **Talent acquisition, mentoring and management** for the engineering and product teams; performed regular performance reviews and top-grading.
- **Cross-functional facilitation** ensuring requirements and acceptance criteria from SME's were communicated and defined clearly and accurately and customer service needs were being met.
- **Define standards and best practices** for the engineering team, and repeatable working models for the entire company, including customer service.
- **Change management, CI/CD** by mapping a formal protocol onto a modern gated pipeline we were able report failures early and often, release code to production on-demand, and roll-back if needed.

Key Achievements:

- **Introduced domain-driven-design (DDD) methods** accelerating and improving cross-functional communication, estimation accuracy, and product quality **resulting in a 25-30% increase in velocity**.
- **Lowered technical debt by 30%** by transitioning the project from an external consultancy to an internal team, leading re-architecture, orchestrating parallel deployments and migrating and sunsetting the problematic services.

- **Cultivated company culture** by advocating for transparency, providing opportunities for individual growth, fostering mutual respect, and organizing team-building events.
- **Recruited, supervised, and retained a distributed staff of ten engineers** accounting for 50% of personnel.
- **Devised career paths offering employees a sense of upward direction**, clarified measures of success in current roles, and supplied training and opportunities to achieve career goals and milestones.
- **Implemented monitoring, telemetry, and analytics** to capture, measure, and report KPI progress and to generate baselines for business intelligence, customer service, and internal SLA's.
- **Earned a 30% savings in AWS costs** by re-calibrating infrastructure needs, analyzing usage patterns and moving to reserved instance purchases resulting in more efficient use of fewer, cheaper resources.

Synacor, Inc. (SYNC)

Buffalo, New York

Principal Engineer (03/2014 to 08/2017)

Lead engineer for front-end applications backed by service-oriented architecture (SOA) for cloud-based software products delivering live, DRM, and OTT video, identity management (IDM), content and advertising. Contributed to multiple projects, authoring code primarily in Java and JavaScript.

- **Technical Lead and SME:** Consulted across engineering and operational teams when technical expertise, rapid prototyping, or domain knowledge was needed.
- **People Management:** Served as the interim Engineering Manager for nine months in absence of the role being filled. Common activities included aligning activities with the company's vision, prioritizing and delegating tasks, and inspiring and evaluating the remote engineering team.

Key Achievements:

- Co-authored a user interface (UI) component library **facilitating a 10% increase in productive velocity** across all user interface teams.
- Authored scripts and new hire documentation for new employees and contractors **reducing onboarding time to a first meaningful commit from 1 week to 2 days**.
- **Boosted team capacity through mentoring** less-experienced engineers to master key skills and concepts needed to effectively work within the codebase.
- **Lifted code quality** by establishing coding standards and strictly enforcing them during code reviews.

Bitwise Web Services, LLC

NYC, Philadelphia

Owner (02/2009 to 03/2014)

Leveraging nine years of hands-on leadership, founded a consulting company to supply clients with additional engineering capacity, consulting services, and custom software development. Trained clients' departments in the use of new technology, coding best practices, and modern software delivery workflows.

- **Strategic & Operational Leadership:** Oversaw long-range strategic planning, technical architecture, application programming, and the supervision of offshore mobile developers.
- **Client Acquisition:** Submitted requests for proposals to successfully procure a stable pipeline of small business brand development, SEO, software development, and market positioning contracts.
- **Business Operations:** Composed and implemented processes and policies encompassing sales, marketing, client relations, project management, engineering, and accounting.

Key Achievements:

- **Achieved year-over-year growth between 5% and 7%** with customized software offerings and consulting services in the public and private sectors, spanning music, education, health, and records archival.
- **Acted as technical partner and co-founder** for several startups providing strategic technology leadership as well as full-stack development services.

ADDITIONAL EXPERIENCE

Ultrastar / LiveNation

New York City, New York

Director, Product Engineering (05/2000 to 02/2009)

Promoted through several roles from Webmaster to Director in a startup founded by popular music legend David

Bowie. The organization offered internet services, exclusive members-only experiences, live venue webcasts, and a subscription-based advance-ticketing platform for live performances by multiple artists.

- **Stakeholder Collaboration:** Collaborated with artists and clients on webpage design including eliciting requirements, obtaining feedback, and delivering mockups and finalized content. Key clients included The Rolling Stones, The Who, Madonna, Maria Carey, The Police, AC/DC, and David Bowie.
- **Process & Workflows Origination:** Conceptualized and implemented processes, workflows, and document libraries to organize work activities, set expectations with client managers, and support engineers with a high level of reusability and extensibility between projects.
- **Team Leadership & Development:** Coached five designers and developers in prototyping best practices, pitching new features to prospective clients, and the successful delivery of finalized pages.

Key Achievements:

- **Reduced agency and contractor costs** by taking full ownership of all development and release processes, managing all content updates, and conducting live moderated chat events.
- **Lowered average delivery time** by adopting object-oriented methodologies and model-view-controller (MVC) architecture within the codebase, creating a library of extensible UI components, and deployment scripts.
- **Accelerated the hiring process by a factor of four** with the implementation of questionnaires, a battery of personality tests, and technical screenings allowing hiring managers to quickly limit the selection pool.
- **Built and cultivated company culture** with weekly team bonding events including outings and recognitions.

Education & Credentials

Penn State University, University Park, Pennsylvania

Bachelor of Arts in Advertising & Communications, Dean's List

Minors: Business Management, Italian

Work-Study: Webmaster for College of Communications

Technical Proficiency

Methodologies:	XP/Agile/Scrum, Kanban, Waterfall, Pair Programming, Domain-Driven Design
Languages:	JavaScript (ES20**/Node), HTML5, CSS3, SCSS, PHP, Java, Bash
Frameworks:	Next.js, React, Redux, Apollo, GraphQL, Ember, Laravel, Spring
QA/Automation:	Jest, Cypress, Mabl, Mocha, Karma, Jasmine, Selenium, Swagger
Tools:	Git, Webpack, Parcel, Maven, Gradle
DB/Messaging:	NoSQL, MySQL, Postgres, Kafka, Socket.io, Redis, Jabber/XMPP
Ops/Infra:	AWS, Docker, Kubernetes, Helm, Istio, JenkinsX, Bamboo, TeamCity, Ansible, HashiCorp Tools
Productivity:	Adobe CS, Sketch, Miro, Atlassian, Slack, Zoom, MS Office/G Suite