

# Ethan Goh

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## Work\*

### Chad Inc. Cofounder / CTO

June 2022 to  
Aug 2023

- Spearheaded technical leadership and the development of Chad Inc., an AI-powered Shopify widget that transforms order management for customers and optimized merchant operations.
- Demonstrated exceptional leadership by achieving a 5-digit monthly recurring revenue and successfully scaling Chad to support 12 high-impact merchants.
- Led the entire technical lifecycle, from concept to launch, while overseeing a dynamic team of 5 engineers. Actively designed, coordinated and contributed to the code base, evolving it from functional prototype into a robust, scalable production application.
- Assumed the pivotal role of sole people manager for the technical team, including recruiting and onboarding, establishing a comprehensive performance management process, and upleveling the engineering team.

### Stripe

#### Staff Software Engineer - Cash Reporting

July 2019 to  
May 2022

- Led a team of 6 engineers responsible for processing business-critical bank reporting (SWIFT/BAI), pivotal to Stripe's accounting reconciliation and bank transfer products. Managed seamless communication and collaboration across stakeholders, including internal teams (Accounting, Treasury, Banking Operations) and external banking partners.
- Orchestrated the architectural overhaul and migration of report processing, shifting from a legacy, single-threaded pipeline to a distributed event driven system. This transformation substantially enhanced service reliability and reduced processing time by hours. As a result, Stripe efficiently met escalating regulatory demands and expanded support for new product categories and geographies.
- Spearheaded a cross-team initiative to develop a platform empowering global engineering teams to implement locale-specific bank transfer rails (ACH/SEPA) for the core Stripe Payments product.

### Lyft

#### Senior Software Engineer

Jan 2016 -  
Jun 2019

- As the technical lead for the Open Platform Fleet Management team, I architected and created tooling to support the development of autonomous vehicles for both Level 5 and various Open Platform partners. This tooling provisioned and integrated autonomous vehicles into the Lyft platform, enabling rides for the world's largest public autonomous pilot in Las Vegas.
- Led the development of data-driven systems for the Driver Education team, aiming to enhance driver performance and passenger satisfaction. This included the design and implementation of Lyft's rating and feedback service to ensure consistently high-quality service.
- Designed and implemented the venues experience for the Airports & Venues team, which served 10% of all Lyft rides. Additionally, I delivered tools that empowered customer support teams to customize pickup experiences in challenging local market areas.

### Microsoft

#### Software Engineer

Sep 2012 -  
Dec 2015

- Designed Azure Storage solution, cutting Azure Media Services COGS by 30%. Developed backend and REST APIs for Office 365 Video.
- Revamped Lync Online deployment for seamless upgrades. Redesigned monitoring for Lync Online Server. Enhanced Lync Server reliability and performance through load redistribution.

## Skills

**Experienced:** C#, Python, Java, Git, AWS, Azure, Envoy

**Familiar:** React, TypeScript/JavaScript, Ruby, PowerShell, Salt/Puppet/Terraform

## School

### Duke University

2008-2012

B.Se. in Electrical and Computer Engineering, Computer Science, and Mathematics