

# JAMES BERTOUC

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15 years management experience. Specialized in scaling and leading high-performing teams at both start-ups and established companies. Built startup products from whiteboard sketches to \$250m+ revenue. Former intellectual property lawyer, leveraged strong communication and presentation skills to foster collaboration across diverse teams, driving inclusiveness, innovation and business growth. Contributor to open source projects, including Elasticsearch and Angular UI.

## EXPERIENCE

### Senior Manager, Software Development - Adobe (New York)

Feb 2022 - Present

- Leading platform team, responsible for architecture and infrastructure powering Adobe community products, including search, storage and recommendation services.
- Created content discovery team, responsible for Adobe-wide Creative Social Graph product and recommendation services for Adobe Stock, Behance, and social features for Adobe Express.
- Leading devops team, responsible for the development experience and CI/CD pipeline for 55 member community engineering team, who maintain one of the highest release frequencies (8+ production releases per day) and lowest change failure rates (<4%) at Adobe.

### Head of Engineering - ETAN Industries (New York)

May 2017 - Dec 2021

- VC funded startup, scaled from 5 to 45 direct reports across Engineering, UX and Testing teams in 3 years.
- Conceptualized and developed a new enterprise smart transit platform from initial whiteboard sketches, assembling and leading engineering team to bring the vision to life. The platform is currently operational in Seattle, San Diego, Miami, and New Hampshire, processing more than \$250 million in revenue per annum.

### Founder - Rescape (New York)

Aug 2012 - Apr 2017

- Led engineering team, built automated marketing platform for eCommerce.
- Product managed targeted marketing campaigns across web, mobile and email to increase conversion rates and revenue growth.
- Java application running on AWS, Elasticsearch, Amazon SQS, AngularJS frontend, integrated with Magento and Shopify.

### Technical Co-founder - Tunism (New York)

Jul 2011 - Jul 2012

- Led engineering team, built social music discovery application for the Facebook and iTunes platforms to recommend new and trending music.
- Facebook application linked to a Java server application running on Heroku, supported by OS X and Windows clients.

### Senior Consultant - Oracle Corporation (Sydney, New York)

Jul 2008 - Jul 2011

- Led team of senior engineers building software prototypes and proof of concept applications, partnered with sales teams to win new business.
- Clients included government agencies, media, insurance and hardware companies.

## EDUCATION

- Bachelor of Laws (LLB), University of Sydney, 2000-2004
- Bachelor of Science (BSc) in Biochemistry, University of Sydney, 2000-2002