



## JOHN GIESELMANN, Engineering Leader

573.718.4588

[john.gieselmann@gmail.com](mailto:john.gieselmann@gmail.com)

[linkedin.com/in/johngieselmann](https://www.linkedin.com/in/johngieselmann)

[johngieselmann.com](http://johngieselmann.com)

*I pride myself in being an energetic and passionate people leader that loves to push my team to build great things. I appreciate a good challenge and always make it a point to bring the fun with me.*

### WORK EXPERIENCE

#### MyFitnessPal

Following the sale of MyFitnessPal by Under Armour, my team played a critical role in the separation of services and data between the two companies. The divestiture was a coordination of multiple working groups across all of engineering. After completing the separation ahead of schedule, we are now focused on the reorganization of teams and establishing how we operate as a “new” company.

##### Sr. Engineering Manager | 08.2021 - Present

- Oversee backend engineering efforts across 5 product verticals with 20 direct & indirect reports
- Build strategic engineering teams through thoughtful recruiting while redefining the hiring process
- Help define and establish engineering organization guiding values and principles

##### Engineering Manager | 01.2021 - 08.2021

- Led a remote team of 9 software engineers supporting backend services across all product verticals
- Coordinated engineering efforts for international and engineering empowerment product initiatives
- Facilitated cross-team efforts to migrate services away from Under Armour

#### Under Armour

I was the manager of one of the Foundational Services teams responsible for the unification of backend services implemented by all Under Armour businesses: MyFitnessPal, MapMyRun and Ecommerce. Our services included identity management, privacy compliance and the premium subscription service (my personal favorite).

##### Engineering Manager | 04.2020 - 12.2020

- Managed a team of 6 software engineers, providing feedback and guidance for growth
- Coordinated the adoption of our backend services and APIs by our mobile and web teams
- Supervised implementation of internal SSO and user profile service for new Salesforce Commerce Cloud website and mobile apps
- Partnered with Product and Project Management to plan, scope and execute quarterly initiatives

#### Atmosphere

Following a successful Series A with S3 Ventures in 2019, I evolved Chive Media Group’s consumer facing video streaming app, CHIVE TV, into a revenue generating, over-the-top (OTT) streaming service and SaaS platform for businesses known as Atmosphere.

##### Director of Engineering | 04.2019 - 03.2020

- Oversaw development of backend APIs and client applications across iOS, Android, tvOS, Roku and Web
- Architected and developed the application’s business onboarding and subscription service
- Integrated video advertising supply-side platform and streaming analytics into the application
- Facilitated internal tools and application requirements for sales, marketing and accounting teams

## Chive Media Group

My initial focus at Chive Media Group was the development of the CHIVE's social and community web platform before pivoting to sharing video content direct to consumers with OTT video streaming devices via the CHIVE TV application. CHIVE TV then became the primary product of Atmosphere after a successful Series A with S3 Ventures in 2019.

### Director of Engineering | 01.2017 - 04.2019

- Led and coached an engineering, QA and sysadmin team of 12 in-house employees and remote contractors
- Orchestrated the transition of a video streaming app into a SaaS, digital signage platform
- Scoped, planned and coordinated engineering resources across multiple business properties

### Senior Software Engineer | 01.2016 - 01.2017

- Helped drive architectural decisions across teams and provided technical review on projects
- Developed RESTful APIs to support high volume requests and scalable content delivery to mobile apps
- Integrated a subscription-based paywall across multiple company websites / properties

### Software Engineer | 02.2015 - 01.2016

- Designed and developed a monolithic web platform for sharing user submitted photos
- Developed internal SSO across ecomm and primary website
- Integrated a gamification and cross-business rewards system for web and mobile platforms

## People Productions

As a web developer, I built small and large scale web applications that spanned from frontend to backend. I helped spin out a custom sales management tool into its own platform as a startup product and company known as UpSync.

### Lead Developer | 01.2013 - 02.2015

- Built and maintained web APIs and iOS features to scale up with expanded business needs
- Maintained servers, development environments and database administration

### Web Developer | 08.2011 - 01.2013

- Developed frontend, data driven web applications for product pricing and cost analysis
- Built responsive, device-agnostic web apps and interactive presentations for product sales

## EDUCATION

### University of Central Florida

Bachelor of Arts, Digital Media | 05.2011

## SKILLS

- |                       |   |
|-----------------------|---|
| <b>Languages</b>      | ■ PHP, Python, JavaScript, HTML, CSS, Ruby, Java, Objective-C                       |
| <b>Frameworks</b>     | ■ REST, Laravel, Zend, React, Vue, Angular, jQuery, Node, Rails, Sass, WordPress    |
| <b>Data</b>           | ■ MySQL, MongoDB, DynamoDB, Redis, Elasticsearch                                    |
| <b>Infrastructure</b> | ■ AWS, GCP, Vagrant, Docker, Kubernetes, Chef                                       |
| <b>Tools</b>          | ■ Vim, Git, Slack, Jira, Confluence, Adobe Suite, Stripe, Segment, DataDog, Postman |