

Jesse Overright

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Professional Summary

Dynamic engineering and business leader with 15+ years of experience driving growth, scaling businesses, and building high-performing technical teams. Proven track record of developing innovative software solutions, architecting scalable platforms, and aligning technical strategies with business goals. Adept at navigating ambiguity, solving complex challenges, and inspiring teams to deliver measurable business outcomes. Combines technical expertise with strategic vision to drive acquisition, engagement, and ROI in fast-paced environments.

Skills & Expertise

- **Strategic Leadership:** Experienced in designing and executing data strategies to drive revenue and business outcomes.
- **Data-Driven Decision Making:** Proficient in Snowflake, BigQuery, Looker, Tableau, and BI frameworks to deliver actionable insights.
- **Online Advertising & Marketing:** Deep understanding of Google Ads, Facebook Ads, programmatic media buying, and customer acquisition strategies.
- **Cross-Functional Collaboration:** Skilled at bridging technical, business, and product teams to align goals and ensure execution.
- **Startup Lifecycle Mastery:** Expertise in guiding companies from ideation to scaling and acquisition.
- **Scalable Platforms:** Proven ability to develop and manage platforms serving millions of users with high availability.
- **Technical Expertise:** Proficient in JavaScript, Python, Go, AWS, GCP, and cloud infrastructure.

Professional Experience

Vice President, Strategy

September 2024 – November 2024 | Ads.com – Tampa, FL

- Spearheaded strategic initiatives focusing on revenue optimization, product launches, and business intelligence in ad tech.
- Designed and implemented analytics frameworks to improve reporting and enable actionable insights.
- Directed revenue-focused A/B testing initiatives, enhancing product performance and ROI.
- Acted as a key technical liaison for clients, ensuring successful product launches and seamless issue resolution.

Engineering Manager

May 2023 – September 2024 | Freestar – Remote

- Led two engineering teams focused on programmatic ad tech, revenue reporting, and user dashboards.
- Optimized the company's data ecosystem, improving reporting accuracy and operational efficiency.
- Collaborated cross-functionally to align technical development with strategic business objectives.
- Managed complex technical issues, delivering solutions that directly impacted revenue growth.

Vice President, Strategy

October 2021 – April 2023 | Sonobi – Winter Park, FL

- Directed strategy and product development for post-acquisition product units.
- Identified revenue-generating opportunities, driving alignment with overall business objectives.
- Guided key products to significant revenue growth while communicating strategic direction to leadership.

Vice President, Engineering

May 2018 – October 2021 | Amply Media – Kansas City, MO

- Grew from first engineer to VP of Engineering, scaling the technical team and strategy.
- Built and managed a digital platform with 110M subscribers, driving \$50M in annual revenue.
- Aligned technical and business goals, translating strategic objectives into actionable development plans.
- Fostered a culture of innovation and accountability, inspiring teams to deliver high-impact results.

Director of Engineering

February 2017 – April 2018 | ReachMobi – Kansas City, MO

- Directed a team of 10 engineers, delivering APIs and Progressive Web Apps for high-traffic environments.
- Optimized ad performance and recommendation targeting, driving measurable increases in engagement.
- Led end-to-end product development from MVP to multi-million-dollar revenue streams.

Software Engineering Manager

June 2016 – January 2017 | Adknowledge – Kansas City, MO

Senior Software Engineer & Team Lead

January 2015 – June 2016 | Adknowledge – Kansas City, MO

PHP Web Developer

2014 – 2015 | Intouch Solutions – Overland Park, KS

Senior Software Developer and Analyst

2013 – 2014 | The University of Texas School of Law – Austin, TX

Web Developer

2008 – 2013 | KLRU-TV Austin PBS – Austin, TX

Education

Bachelor of Science in Computer Science

Bethel College – North Newton, KS

Media & Recognition

- **KC Business Journal** - [KC digital media platform Amply Media likely sold for 'hundreds of millions of dollars' in 2021](#)
- **PR Web** - [Amply Media Ranks Number Six on Inc. Magazine's First-Ever List of Midwest's Fastest-Growing Private Companies](#)
- **BusinessWire** - [Amply Media Ranks 59th on Inc. Magazine's List of America's 5,000 Fastest-Growing Private Companies](#)