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Technology Leader & Data Engineer Brooklyn, NY | 904-699-0614

More than ten years experience as a technology leader focused on synthesizing skills across engineering, data, and product; shaping mission-driven organizations through digital and cloud transitions; and creating products that inspire customers and team members.

SKILLS

Engineering management; Python and Javascript Programming; MySQL/Postgresql, NoSQL/Mongodb; Machine Learning, Deep Learning/Neural Networks; Looker, Tableau; Data Infrastructure, Data Warehousing, Data Governance; AWS/GCP; Organizational Design, Mentorship/Coaching, Scrum/Agile, Presentation Skills; Growing diverse, high-performing teams

EXPERIENCE

GENERAL ASSEMBLY

Data Science Immersive — Student — 9/22 - 12/22

- A twelve week full-time immersive program studying Python, Sci-kit learn, Data Visualization, Tensorflow, Computer Vision, Natural Language Processing, and other machine learning topics
- Combined software engineering experience with new data science skills.

THE NEW YORK TIMES COMPANY

Wirecutter — Chief Digital Officer (Engineering, Data, Product) — 1/20 - 12/21

Primary leader responsible for technology, data engineering, and product management (~50 people, mostly engineering), reporting to the General Manager.

- Coached engineers at all levels of seniority and mentored first-time engineering managers to be empathetic, flexible, and committed to innovation and best practices
- Led full-stack system design (node.js, graphql, Looker and AWS)
- Shaped product vision to grow audience in revenue in a competitive landscape
- Grew data warehousing architecture, ETL, data pipeline for improved attribution and analytics
- Improved technical design of internal tools, data systems, and APIs
- Collaborated with internal stakeholders across NYT product, design, and ex-com to develop strategies
- Created data solutions to integrate Wirecutter with the larger NYT enterprise
- Employed qualitative & quantitative research for industry trends and aligning with marketing activities
- Led technology teams to better collaborate and improve operational maturity and AWS engineering practices, resulting in greater reliability and performance
- Built data governance and compliance procedures for large e-commerce partnerships
- Established processes and accountability to eliminate technical debt, resulting in a higher quality product and more engineer satisfaction
- Introduced OKRs and a consistent strategic planning cycle, and ensure tech strategy planning was supported by the overall strategy
- Following acquisition, integrated Wirecutter into NYT ecosystem: domain migration, cloud migration, databases migration, analytics and datasets replatforming, technical SEO, NYT registered and paid accounts, financial reporting, and improvements to brand, design system, and UX, scaling to 3x growth in audience and revenue over 2 years and new subscription sales

The New York Times — *Engineering Manager, Various Roles* — 6/14 - 12/19

Various roles of increasing complexity and responsibility over 6 years in engineering leadership, for core news and new product development.

SR. DIRECTOR of TECHNOLOGY, ENGAGEMENT

- Technology leader for all consumer-facing news products
- Sought to deeply understand editorial use cases and the needs of a modern newsroom
- Launched new products around live news coverage, developing storylines like elections and, later, the pandemic, and bursts of short-form content
- Adapted a complex organization of 50 engineers to an OKR-based model of product prioritization
- Led a culture of integration and innovation that eradicated tech debt and greatly improved feature speed-to-market and developer experience
- Member of Product Engineering Leadership, a group that provided strategic direction, reference architectures, and continuous improvement of the engineer experience support for the entire tech org

DIRECTOR of TECHNOLOGY, NYT BETA & READER EXPERIENCE

- Recruited new engineering teams “from scratch” and set tech strategy
- Launched personalized features like following a topic, programs of service journalism, and algorithmic recommendations
- Implemented data governance procedures for GDPR, CCPA, and other compliance
- Created prototype products and data types for new forms of journalism
- Coached teams through RFC’s to ensure design patterns would scale from experiments to millions of users
- Participated in user research, prototyping, and strategic analysis to understand our users, business opportunities, and newsroom needs

ENGINEERING MANAGER, MOBILE WEB

- Led the start of digital first, mobile first product development at NYT
- Advanced a program of feature and A/B testing using a mobile-first approach, to increase engagement and optimize ad placement

OFA & BARACKOBAMA.COM

Organizing for Action, Chicago — *Technology Director* — 3/2013 - 5/2014

- Created the foundational strategy for OFA’s technology platforms following the successful 2012 campaign
- Built a technology, design, and project management team of about 25 people from the ground up to grow the 2012 technology infrastructure (Ruby on Rails, PHP, Python)
- Coached and mentored early career engineers, project managers, and designers to help them grow, unlock their talent, and strive for impact
- Engaged with field organizers and other non-digital functions to deeply understand their needs, build empathy and trust across disciplines, and deliver ambitious impact in a resource-constrained environment
- Communicated technical priorities and imperatives to non-technical audiences ; led brainstorming, whiteboard sessions, and planning

Obama for America, Chicago — *Lead (Staff) Engineer* — 8/11 - 12/12

- Grew into a leadership role over the course of a high-pressure national campaign, helping scale the team from a few digital developers to dozens
- Managed and mentored engineers to ship ambitious digital assets daily at the speed of a national campaign
- Built a voter registration site to register one million voters
- Developed microsites for all 50 states and for 20+ constituency groups

PROJECTS

Architectural Photography Classification and Object Detection — 12/22

- Train Convolutional Neural Network on a tagged set of architectural photography for multi-label classification across 40+ common features (stairs, window, counter, etc).
- Generate large set of bounding-box training data on a smaller set of common features
- Intended for use by designers to classify photo libraries and archives of architectural design and research

Natural Language Processing & Sentiment Analysis on Subreddits — 10/22

- Used sentiment analysis to identify the top positive sentiments among cooks and bakers to better understand these distinct user personas (cooks tend to be functional, bakers more joyful and personal).
 - Trained an NLP classifier on these vocabularies to classify new content as either about cooking or baking.
 - Produced data visualizations and interpretations to share insights with a non-technical audience.
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OTHER EXPERIENCE

Freelance Consulting — *New York, 01/22 - Present*

Freelance Full Stack Developer — *Chicago, 6/10 - 8/11*

Full Stack Developer, NU Medicine — *Chicago, 9/07 - 6/10*

EDUCATION

General Assembly, Data Science Immersive, 09/22 - 12/22

Northwestern U., Information Systems, Student-at-large, 6/08 - 6/10

- *Masters of Information Systems coursework as a non-degree student*

Boston University, Playwriting, Bachelor of Arts, 6/01 - 05/05