# **Paul Jeter**

**Director of Software Engineering**

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## Summary

Transformational engineering leader with 10+ years of leadership experience and a proven track record of building high-performing teams, delivering innovative products, and aligning technology strategy with business goals. Adept at scaling systems, driving operational excellence, mentoring talent, and collaborating cross-functionally to deliver high-impact solutions.

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## Professional Experience

### Resi Media, LLC (formerly Living As One)

**Director of Software Engineering**

*Sep 2021 – Present · Midlothian, TX*

* Directed and scaled multiple engineering teams, growing from 15 engineers to 40+ across multiple agile scrum teams.
* Led strategic development and successful launches of flagship products, including Resi Studio, the cutting-edge customer administration application for managing streaming services, hardware, and content., Resi On Demand which enables customers to save, organize, and distribute their media content to their end users through their own websites, web applications, or mobile apps, and Resi Media Sites—a Netflix-style streaming platform enhancing user engagement through on-demand video content.
* Spearheaded a complete architectural overhaul of the Scheduling Service, significantly enhancing scalability, performance, and reliability to support future business growth.
* Fostered a culture of mentorship, professional growth, and innovation, maintaining team attrition below 5% over a four-year period by promoting trust, empowerment, and rapid learning from failures.
* Managed a successful internship program, onboarding over 15 interns since 2022, nurturing future engineering talent and providing valuable early-career experiences.
* Introduced an annual innovation sprint, enabling the engineering teams dedicated time to explore creative and impactful solutions, driving organizational innovation.
* Developed and implemented comprehensive company-wide incident management processes and established a robust 24/7 on-call system integrated seamlessly with OpsGenie, Jira, and FreshDesk, significantly improving response efficiency.
* Instituted an engineering performance review framework featuring measurable KPIs and structured 360-degree feedback, aligning individual growth with organizational objectives.
* Collaborated closely with product leadership to develop and refine quarterly product roadmaps, ensuring alignment with strategic business objectives and execution transparency.
* Personally engineered critical tools, including:
  + An automated customer migration solution facilitating the seamless transition of more than 6,000 customers to the Resi Studio UI within three months.
  + An automated reporting tool for gathering metrics from multiple platforms and delivering usable reports for engineering and company leadership.
* Championed the development and release of QRclick, a patented, industry-leading streaming technology enabling interactive QR code experiences and significantly enhancing user engagement.

**Principal Engineer**

*Jan 2021 – Sep 2021*

* Led architectural planning and complex problem-solving across major systems.
* Set technical direction and mentored engineering staff in scalable and maintainable solutions.

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### Cisco

**Technical Leader / UI Architect**

*Mar 2017 – Jan 2021 · Richardson, TX*

* Led the architecture and development of the Cisco Webex Momentum Design System.
* Directed frontend teams building reusable component libraries in React, Angular, and AngularJS.
* Collaborated across UX, PM, and engineering teams to build visually cohesive, performant platforms.

**UI Engineering Manager**

*May 2016 – Mar 2017*

* Managed a team developing a B2B administrative platform.
* Led cross-team initiatives and agile ceremonies, including definition of ready processes.

**Lead UI Development Engineer**

*Aug 2014 – May 2016*

* Developed custom Angular-based frontend framework.
* Championed modern frontend tools like LESS/Sass, Grunt/Gulp, and modular design principles.

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### AT&T

**Lead User Interface Developer**

*Sep 2013 – Aug 2014 · Dallas/Fort Worth, TX*

* Led 40+ frontend developers across 24 Agile teams.
* Created a reusable UI framework and optimized frontend performance for B2B web platforms.

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### MPY Digital (formerly imc² / MEplusYOU Agency)

**Senior Web Developer**

*Mar 2012 – Sep 2013 · Dallas, TX*

* Led the development of web-based applications and Facebook apps for major clients like NBC and Houghton Mifflin Harcourt.
* Specialized in front-end architecture, WordPress theming, and social media integrations.

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## Skills

**Languages:** JavaScript, TypeScript, HTML, CSS, React, Node.js, Angular, Svelte, PHP, .NET, Python, Bash

**Tools & Frameworks:** Jenkins, Gerrit, GIT, GitHub, Jest, Playwright, Cypress, Karma, Jasmine

**Databases:** MySQL, Postgres, Cassandra

**Cloud & DevOps:** AWS (API Gateway, Lambda, DynamoDB, S3, EC2, Elastic Beanstalk, CloudWatch)

**Agile Practices:** Scrum, Rally, Certified Scrum Master

**Leadership:** Strategic Planning, Team Building, Talent Development, Cross-Functional Collaboration

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## Education

**Southwestern Assemblies of God University**

*Business Management · 1998 – 2001*

**Strayer University**

*Studied Business Management and Banking*

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## Volunteering

**Children's Worker**

*FBC Midlothian · Aug 2007 – Present*

**Committee Chair**

*Boy Scouts of America: Troop 232 · Jun 2023 – Present*

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## Philosophy

| “None of us is as smart as all of us.”  I believe great leadership is about empowering people, fostering innovation, and building exceptional teams that create impactful products. |
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