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WORK EXPERIENCE

- **Periodikal - Remote** — New York, NY
  Fractional CTO — *Dec 2022 - Present*
  - **Automated Advisory for Accounting Professionals (Dec 2022 - present)**: An innovative advisory platform for Accounting Professionals, designed for efficiency and intelligence.
    * **Role: Fractional CTO**
    * Led a small, remote team to deliver a high quality Minimal Viable Product (MVP) resulting in customer acquisition.
    * Led initiatives to refine and align the product with market demands, achieving a strong product-market fit and enhancing overall competitiveness.
    * Maintained the Product Backlog and helped prioritize features to rapidly deliver business value.
    * Effective vendor selection and negotiation efforts resulting in a low-cost, scalable technology stack.
    * Contributor to fund raising initiatives to ensure long term growth.
    * Managed critical areas including IT, security, and compliance, ensuring a seamless and compliant operational environment.

- **Ponto Software** — San Francisco, CA
  Engineering Manager — *Mar 2022 - Present*
  - **Platform - Observability**: Monitoring, Logging and Distributed Tracing
    * **Role: Engineering Manager**
    * Led Observability initiatives across the application stack resulting in robust monitoring, logging and distributed tracing on GCP.
    * Built SDKs to enable easy instrumentation of the application stack.
    * Implemented dashboards and alerting of incidents to reduce mean time to detect and mean time to recover.
  - **Risk/Compliance/Fraud/AML (Mar 2022 - present)**: A platform for KYC, Risk/Fraud/AML detection and prevention
    * **Role: Engineering Manager**
    * Led implementation of robust Know Your Customer (KYC) and Customer Identification Program (CIP) processesa and features, ensuring low friction user onboarding while adhering to compliance standards.
    * Implemented effective transaction monitoring systems, enhancing the platform's capability to detect and prevent fraudulent activities in real-time.
    * Led the development of Anti-Money Laundering (AML) measures, ensuring ongoing monitoring and timely alerting to mitigate potential risks.
    * Hired, mentored and worked with a high-performing team of 20 engineers establishing the team culture and values along the way.
  - **Data Platform And Analytics (Mar 2022 - present)**: A data platform for advanced analytics, auditing and model training
    * **Role: Engineering Manager**
    * Led the development of a robust data platform ingesting datasets from internal and external systems.
    * Managed the life-cycle and relationships between datasets from disparate sources to provide rich analytical and feature store capabilities.
    * Delivered Executive and Product level dashboards with near real-time insights into Assets Under Custody, transaction and user acquisition and retention volumes, marketing analytics, etc.
  - **Marketing (Mar 2022 - present)**: Marketing initiatives
    * **Role: Engineering Manager**
    * Set up tracking and conversion attribution for all marketing channels.
    * Executive level dashboards for marketing insights and analytics reporting KPI such customer acquisition costs, click through rates, engagement, conversion, ROAS, etc.

- **Hearst** — New York, NY
  Principal Software Engineer/Architect/Sr. Director Engineering — *Aug 2019 - Mar 2022*

- ○ **Resin (Aug 2019 - Mar 2022)**: Resin Subscriptions (https://www.resin.com/)
    - ∗ **Role: Principal Engineer/Architect/Sr. Director Engineering**
    - ∗ Defined a vision and a roadmap for a modern platform, aligning technology initiatives with business objectives.
    - ∗ Led the development of a Minimum Viable Product (MVP) that enabled a subscription-based business model tailored for the media industry.
    - ∗ Orchestrated the implementation of key capabilities, including paywall and content metering, order management, fulfillment, payments and customer acquisition and retention features using a Domain Driven microservices architecture with advanced event-based capabilities.
    - ∗ Hired, mentored and collaborated with a 70-strong geographically distributed team to deliver high quality features on time in a fully remote setup.

- **Expedia Group**   Seattle, WA
  Principal Software Engineer   *June 2006 - July 2019*
    - ○ **Marketing (2017 - 2019)**: Expedia's Marketing Technology Platform
        - ∗ **Role: Architect/Principal Engineer**
        - ∗ Delivered a high-volume best-in-class omni-channel communication platform deployed as part of the COVID response.
        - ∗ Intelligent platform for large scale SEM (Search Engine Marketing) campaign management managing a portfolio of millions of keywords, ads and bids.
        - ∗ ROAS (Return on Ad Spend) Optimization and User Acquisition with a consistent shopping experience resulting in top-line and bottom-line growth.
    - ○ **Experimentation (2016 - 2017)**: Expedia's internal A/B Testing and Data Capture Platform
        - ∗ **Role: Sr. Engineer/Lead**
        - ∗ Platform for experiment management, data capture, tracking, analysis and visualization of results to accelerate testing velocity of customer-facing features at scale.
        - ∗ Large scale visitor identification solution to unlock personalization and product improvements based on enhanced product and user analytics.
    - ○ **User (2014 - 2016)**: User Profile Data Management Platform
        - ∗ **Role: Sr. Engineer/Lead**
        - ∗ Led the development of cross-device, cross-brand user identification enabling personalization and higher quality analytics.
        - ∗ Delivered secure solutions for authentication, account and profile data management to provide a better end user experience.
        - ∗ Led domain integration efforts between platforms during mergers and acquisitions.
    - ○ **Partnership with TD Bank**: A Travel solution for the loyal customers of TD Bank.
        - ∗ **Role: Engineer**
        - ∗ Joined a team to deliver a Travel solution for the loyal customers of and in partnership with TD Bank.
        - ∗ Delivered a loyalty program allowing customers to earn eligible points and use them towards future purchases.
        - ∗ Coordinated release activities for the Product resulting in a new successful venture for the Expedia Group in terms of net revenue.
    - ○ **Contextual Search (2012 - 2014)**: Travel Search: Intelligent matching of inventory and traveler demand.
        - ∗ **Role: Engineer**
        - ∗ Data pipelines for a low latency, highly relevant Search API needs.
        - ∗ Data Quality checks and relevant infrastructure and processes for dataset releases.
    - ○ **Coupons and Store Credit**: Coupon and Store Credit management
        - ∗ **Role: Engineer**
        - ∗ Led development efforts to deliver Store Credit functionality in the legacy platform.
        - ∗ Coordinated efforts to deliver Store Credit to all the impacted customers and met compliance requirements.
        - ∗ Delivered on-time and a high quality product resulting in significant top-line growth.
    - ○ **Platform Infrastructure (2006 - 2012)**: A modular, OSS based platform to accelerate delivery of high quality features to solve traveler needs
        - ∗ **Role: Engineer**
        - ∗ Helped migrated from a legacy C++ based monolithic platform to a newer SOA-based OSS platform.

* Built custom SDKs and tooling to enhance developer productivity.
  - **Volunteering**: City of Seattle
    * Led a small team as part of Seattle's Innovation Advisory Council
    * Built and released Seattle's Affordability Portal (https://www.affordableseattle.org/) to help disseminate information and raise awareness amongst people in need.

PROFESSIONAL SKILLS

- Engineering Leadership, Team Building and Recognition, Strategic Planning, Process Improvement, Product Management, Product Delivery, Cost Management

- Public Speaking, Presentation skills, Communication

PROGRAMMING SKILLS

- **Cloud Technologies:** AWS, GCP, Digital Ocean

- **Enterprise Architecture:** Distributed systems, Domain driven architecture, Microservices, Cloud patterns

- **Observability:** Distributed Tracing, Session Capture, Splunk, Datadog, Google Cloud Monitoring, AWS Cloudwatch, BetterStack, etc.

- **Languages:** Python, Scala, Java, Kotlin, Javascript/Typescript, C++, Go, SQL

- **Storage:** Object storage, S3, Cloud Storage, Spaces, NoSQL, Redis, DynamoDB, MongoDB, RDBMS, Postgres.

- **Data Plaform:** BigQuery, Apache Beam, Apache Spark, Presto, AWS Redshift, AWS Athena, low-cost Data Lakes.

- **Data Streams:** SNS, SQS, Pub/Sub, Kafka, Kinesis, Firehose.

- **Enterprise concerns:** Data Governance, Compliance and Security, Zero-trust network architecture.

- **Devops:** CI/CD, Cloud Build, Github actions.

EDUCATION

- **Oregon State University**   Corvallis, OR
  Master of Science in Computer Science; GPA: 3.89   *Sep. 2004 – June. 2006*