

WORK EXPERIENCE

• Periodikal - Remote

Fractional CTO

New York, NY

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

Engineering Manager

San Francisco, CA

Mar 2022 - Present

- **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) processes 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

Principal Software Engineer/Architect/Sr. Director Engineering

New York, NY

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

Principal Software Engineer

Seattle, WA

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*