

Stephen Ripley

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Decisive technology leader driving exponential revenue growth, creating improved user experiences, and fostering technology innovation for more than 15 years. Motivational in galvanizing teams toward customer and company goals. Precise in aligning cross-functional efforts and implementing technologies and process controls.

Known For:

- Rapid revenue growth and swift market expansion
- Engineering excellence in leading platform and product architecture development
- Nimble Agile introduction and implementation, and resultant change management
- Expertise in B2B, B2C, and back-office environments
- Rapid project advancement employing Agile tools methodologies, and mindset
- Trusted client, executive, and 3rd-party partnerships; engagement and leadership
- Creating, implementing, updating, and decomposing system architecture, infrastructure, and security
- Attracting, recruiting, training, mentoring, and developing empowered, autonomous, high-performance teams
- Scalable technology and consistent, repeatable processes and performance
- Strategic planning and adaptive, tactical execution

Career Narrative:

Habit (purchased by Viome)

CTO 2018 - 2019

Oakland, CA-based personalized nutrition platform that uses a customer's biology to create a science-based nutrition plan.

Hands on CTO and member of senior leadership team for one of the first entrants into personalized nutrition space. Responsible for strategic planning, technical architecture, investor due diligence, Q4 scaling, laboratory integration, and HIPAA/Security. During my tenure, our revenue doubled, we launched a new React Native-based mobile app, released a complete rework of the consumer nutrition experience, entered the market with a entry-level product, and deployed a new data platform.

- **Launched data analytics platform.** Built new BI and data analytics platform from the group up using Periscope Data, Snowflake, and Segment.io. Established company-wide and engineering-specific KPIs.
- **Overhauled product development process.** Implemented revised product development process including capacity planning, project estimation, roadmap creation, and executive project/prioritization based upon OKRs. Changes reduced cycle time by half and doubled our velocity while maintaining same team size.
- **Built out DevOps role.** Ramped operational discipline by introducing on-call rotation, creating run/play books, and deep monitoring of systems.
- **Sustained 99.5% uptime.** Increased availability of web and backend services to 99.95%. Increased unit testing to above 70%.

- **Technical and security due diligence.** Part of executive team that resulted in successful acquisition by Viome.

Rakuten (Ebates)

Vice President Engineering 2016-2018

Tokyo, Japan-based electronic commerce and internet company, among world's largest ecommerce sites; Ebates its largest U.S. subsidiary and leading U.S. shopping-rewards platform.

Recruited to build technical ecosystem for U. S. Ebates. Drove technical SOA, decomposition strategy needed to move toward vertically integrated, product-centric teams. Initiated plan revamping 20-year-old legacy system and modernizing stack with no operational or functional interruptions. Scaled engineering team to support product development and company growth demands – 80+ individuals operating in 3 countries in only 6 months. Established engineering department hiring and operational processes and metrics. Drove \$900 million in revenue with mobile, web, desktop, and browser technology.

- **Delivered consistent improvements to productivity.** Built and improved testing protocols and diminished system regression issues by employing Agile methodologies and small-scope revisions. Supported mobile and web-based applications across multiple devices and platforms.
- **Mapped long-term strategy for planned platform architecture shift and application decomposition** in collaboration with CTO, senior engineers, and executive leadership, still in planning stages. Outlined SOA decomposition and failure recovery needed to move operations to Amazon Web Services (AWS), cloud-based servers.
- **Boosted engineer productivity and expertise; improved user response.** Created dedicated, product-centric teams supporting specific products and product managers. Improved overall project prioritization and resource allocation. Balanced focus between immediate needs and long-range vision. Enjoyed 350+% boost in SEO with targeted teams – average across 8 product managers. Empowered team, trusted to meet objectives.
- **Improved incident rate response** (5 times shorter) with technical enhancements and rotating, on-call engineering assignments. Centralized internal server access and logs, giving on-call engineers access to 40 server logs. Created rules triggering diagnostics and tier routing protocols.
- **Sustained 100% uptime during 2017, Q4, Black-Friday-to-Cyber-Monday**, high-traffic, retail event – 400,000 shopping trips per minute, Ebates originating of 5%-6% of all ecommerce transactions in US. Put in place proactive and fault-tolerant processes and amplified normal 99.8% uptime during prime period.
- **Enabled and secured 3rd-party interfaces.** Created co-shopping experience with alerts surrounding user searches and purchasing. Orchestrated Chrome browser extension development and launch – attained 3 million installs, earned 5-star rating, and inspired 23,000 online reviews. Implemented site access and security protocols, monitoring, and improvement processes across multiple systems. Stimulated 30% of company GMV.
- **Reinvigorated and released Ebates Hotel project** – \$1 billion of GMV, 2nd largest source of revenue for company. Reduced project scopes, focused efforts, and drove MVP release in only 2 months, full release in 4; project previously stalled after 9 months in development.
- **Led technical due diligence of largest acquisition to date** - led technical due diligence for acquisition of ShopStyle, leading shopping and lifestyle brand for influencers and consumers.

rentLEVER

Chief Technology Officer | Co-Founder 2014-2016

Offering full-lifecycle tools for vacation rental management to homeowners and short-term property management professionals.

Joined startup, by request, challenged to define business and technology roles, and drive down transaction costs. Established engineering, product, and design team operating standards and hired team – *7-person team, remote, on and offshore.*

Created product roadmaps and developed user-side software for all applications – desktop and mobile platforms.

- **Delivered revenue-generating product in 4 months.** Developed pricing algorithms, payment systems, and proprietary data warehouse tracing 5000+ customer rental property details – Lake Tahoe area for initial launch.
- **Attained \$200,000 monthly revenue, quickly.** Met customer needs. Directed technology initiatives supporting nimble, Agile approach with frequent small releases and tight KPI monitoring. Fulfilled requested improvements.

Minted

Senior Director Engineering 2013-2014

Norwest, TCV, and Benchmark backed, leading independent artist and designer marketplace providing consumers access to unique, special occasion stationery and home products.

Sought out by company CTO to lead product fulfillment engineers in developing efficient processes and systems for customized, on-demand manufacturing environment – *up to 70% custom orders.* Addressed immediate requirements and mapped long-term technical strategy for timely and accurate order fulfillment. Established key performance indicators (KPIs). Recruited, hired, and trained team; grew department from singular role to 10 engineers, responding to company growth.

- **Enabled revenue growth from \$70 million to \$200 million, and still growing.** Developed customer-to-designer communication platform, established workflows and tracking systems, and standardized customer-facing tools.
- **Streamlined expanded revenue channel and production capacity integrations.** Reduced 3rd-party printer technical integration projects from 8-12 weeks, down to 2. Defined complex routing rules; automated capacity, volume, turnaround, and shipping decisions. Built customized application programming interfaces (API) connecting print-industry partners with Minted platform.
- **Scaled job-queue throughput to 10 times** previous implementation. Architected fault-tolerant, cross-platform interface using AWS. Also led Salesforce and Salesforce API integrations.
- **Enhanced customer engagement.** Improved in-house and out-sourced tracking and order status updates, in close collaboration with product management. Reduced “stuck order” status by 75% in 1st year with standardized processes and improved tracking. Reduced lead times; streamlined product configuration and process improvement releases.

RealPage, Inc (NADSAQ: RP) / MyNewPlace (acquired by RealPage)

VP Engineering 2006-2012

Trinity Venture Capital backed apartment listing service providing complete marketing solutions for multifamily housing industry. Purchased by RealPage, the leading software automation platform for multifamily housing industry.

Directed team of 40+ on and offshore engineers in leading technical integration and new product development across 5 product lines providing business-to-consumer (B2C), business-to-business (B2B), and back-office applications. Influenced user-centric SDLC, in partnership with product management team and

achieved 90+% on-time release rate. Directed development, planning, and move to new technology stack, and oversaw new product integrations. Implemented business intelligence (BI) systems; compiled and reported data from multiple analytic sources.

- **Led SaaS platform development** from initial architecture to processing 5,000,000 unique visits each month. Mapped integration strategy after acquisition.
- **Resolved quality and timeline issues.** Brought iOS and Android mobile application development onshore and introduced SCRUM / Agile methodology to engineering operations. Instituted code coverage measures and reporting systems; increased testing coverage – *initially 10% to more than 90%*. Boosted site reliability.
- **Automated sales cycles.** Integrated proprietary back-office operating system with Salesforce (SFDC) platform. Streamlined and standardized sales processes in support of rapid market expansion.
- **Improved estimation model** – *from $\pm 100\%$ to $\pm 30\%$* . Implemented consistent project estimate processes. Enhanced customer relationships and improved financial forecasts with improved quotation accuracy.

Additional Experience

Wells Fargo 2002 - 2006, Senior Software Engineer

Homestore (Now, Move.com) 2000-2002, Engineering Manager

AllApartments (acquired by Homestore) 1998-2000, Sr. Software Engineer

Omix, Software Engineer

Education:

BS, Economics University of San Francisco

AA, Culinary Arts California Culinary Academy

Languages

Native **English** speaker; conversational and written **German** and **Italian**