VLAD LAYPA

SAN ANTONIO TX
(210) 564-7055
vladlaypa@gmail.com
www.vladlaypa.com

SUMMARY

With a decade of diverse experience building software, business acumen, and passion to understand customer needs, I lead and shape cross-functional product teams that obsess over outcome and not output.

Over the last three years I've been helping Earth Class Mail, a virtual mailbox service, realize its potential through category and product design, continuous experimentation, tech modernization, and growth hacking. As a CTO, I have been guiding the team that grew from four engineers to twenty including UX designers, product managers, data scientists, and developers. Currently, Earth Class Mail shows record numbers in activation, adoption, engagement, customer satisfaction and enterprise customer acquisition.

When not helping businesses digitize their postal mail, I enjoy bike riding (foot or motor powered) with my wife, skiing, reading about SaaS, building Magna-tile spaceships with my three-year-old son, and looking for things I can "fix" around the house.

EDUCATION

University of Michigan

2010 - 2012

Dearborn MI.
Bachelor of Science in Computer Information Science.
Graduated with Distinction.

Ternopil State Economics University

2003 - 2006

Ternopil, Ukraine.
Major - Computer Information Systems.
Minor - Economics.

EXPERIENCE

CTO Earth Class Mail

10.17 - present

02.2020 - promoted to CTO, 01.2018 - promoted to VP of Engineering and Product. Led and implemented product and tech strategy. Grew the team from four engineers to twenty including UX designers, product managers, and data scientists.Rebuilt and shipped aging user interface, introduced iOS offering, built self-serve user onboarding experience. Internal processes automation led to 15% gross margin improvement within the first 12 months. Led technical acquisition and integration of Shoeboxed. In May 2020 completed SOC audit proving that rapid growth and product iteration can be achieved while maintaining high IT security standards.

Senior Software Engineer, Lead Zirmed

03.15 - 10.17

Worked as a dev lead on a Hospital Charge Integrity application, company's largest revenue-producing product line. Helped bridge the gap between business departments. Turned a batched SSIS ETL process into a service-based transactional system. Instituted unit/integration test frameworks. Designed, implemented or refactored various internal tools and frameworks. Helped team members with troubleshooting.

Senior Consultant Sogeti

09.14 - 03.15

Worked on-site at world's largest insurance brokerage and risk management services firm. Developed and deployed MVC applications, WPF solutions, ETL processes for Financial Data Warehouse. Successfully led a web application project.

Software Developer, Lead Brandmuscle

09.14 - 03.15

Worked on a web-based infrastructure for marketing initiatives and campaigns. Analyzed requirements, designed, developed, and deployed multiple web applications as well as web services. Handled data integration/migration.