

YOAV FARHI

Engineering Manager and Product Builder

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Summary

Engineering leader and **product builder** with 15+ years of experience leading teams, **architecting systems**, and building products and platforms. Now focused on **integrating AI** into real-world products and workflows — bridging engineering, product, and **AI innovation**. Proven track record of **mentoring** engineers, defining technical **strategy**, **data-driven** platform and product development, and managing **large-scale** projects. Effective **communicator** skilled in collaboration, influencing product direction, and driving **technical excellence** through **hands-on** leadership.

Experience

Engineering Manager - Enterprise Systems

BrainPOP 08/2024 → Present

- Leading technical strategy and roadmap for AI-assisted authoring workflows, embedding generative AI into content creation at scale.
- Architecting and prototyping solutions that streamline content development, reducing time-to-market.
- Mentoring engineers (local +remote) to drive technical growth, autonomy, and end-to-end ownership.
- Partnering with product and operations to align priorities, translate business needs into technical initiatives, and deliver measurable impact.
- Driving AI adoption across development and product teams — designing internal tools and experiments with fast iteration cycles.

Senior Full Stack Developer

BrainPOP 03/2024 → 08/2024

- Quickly adapted to a high-stakes project environment, delivering technical implementations that ensured timely delivery for strategic deadlines.

Staff Engineer - Support Operations

Automatic 01/2022 → 02/2024

- Led architecture decisions for integrating AI-driven solutions into existing platforms.
- Developed generative AI tools utilizing LangChain and OpenAI APIs, increasing customer support efficiency by approximately 20%.

Team Lead - Data Portability

Automatic 09/2020 → 01/2022

- Built and led a new remote engineering team during COVID, hiring and mentoring 4 engineers to architect and successfully deliver complex data migration and platform-level API integration projects that improved cross-platform data portability for millions of users.

Technical Hiring (Rotation)

Automatic 04/2020 → 09/2020

- Conducted dozens of technical interviews, evaluated candidate code tests and trial projects.
- Proactively streamlined hiring processes by developing integrations across Greenhouse, GitHub, and Slack.

Tech Lead and Team Lead - Payment Systems

Automatic 06/2018 → 04/2020

- Led critical payment infrastructure projects following successful international revenue growth initiatives.
- Architected and delivered an urgent overhaul of legacy systems (SCA compliance) within tight regulatory deadlines, providing an early proof-of-concept in 2 days and completing the project in record time.
- Led the migration of large-scale legacy payment infrastructure to Stripe, designing for scale and extensibility, improving reliability and scalability.

Senior Developer - Localization

Automatic 05/2014 → 06/2018

- Led internationalization initiatives, developing Elasticsearch-based translation automation and NLP-driven tools to significantly enhance localization quality and speed, and global product adoption (still in daily use 10,000+ times after 8 years).
- Proactively identified revenue opportunities and expanded international payment methods, increasing revenue by 20% in relevant markets.

Support Engineer / Developer - Enterprise

Automatic 04/2009 → 05/2014

Recent Side Projects

AI Sessions	Sessions sharing for AI coding agents (+mcp and cli)	aisessions.dev
HUMANS.md	Notes on AI-assisted coding	humans.md
Pair	Experiment in pair programming for AI agents	github.com/yoavf/pair
Absolutely Right!	How often Claude Code says I'm absolutely right	absolutelyright.lol

Skills

Leadership and Product

- Team Building & mentoring
- Cross-functional collaboration
- Strategic product development
- Project management
- Technical vision and architecture

Technical Skills and Innovation

- **AI & ML:**
LLM Fine-tuning, LangChain, Coding agents, Platform Integration
- **Frontend/Backend:**
React, Next.js, Nuxt
Laravel, FastAPI, Node.js
- **Languages:**
TypeScript, Python, PHP
- **Infrastructure:**
Docker, AWS, GCP, Linux
- **Data:**
MySQL, Postgres, NoSQL
- **CI/CD:**
GitHub Actions, GitLab CI
- **Monitoring/Observability:**
Newrelic, Posthog, Grafana

Training / Selected Courses

- Certified Agile Scaling Practitioner
GrowLean LLC / BrainPOP (2025)
- Practical Deep Learning for Coders
fast.ai (2023)
- Reboot Leadership Training
Reboot / Automatic (2019)

Education

- BA, Business Administration (with Honors) - 2006-2008
Netanya Academic College

Languages

English	Native - level
French	Fluent
Hebrew	Native