J. Pablo Puerta

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Accomplished engineering leader and startup founder/advisor with over 20 years of experience spanning management, product strategy, crypto/blockchain, internationalization, e-commerce, digital media distribution, machine learning, and search engine/information retrieval. Experience includes setting technology, internationalization strategies, and driving execution for leading firms including SoundCloud, Craigslist, and Etsy. A frequent lecturer and public speaker with multiple international conference keynotes.

EXPERIENCE

Chief Architect, Lumosity - San Francisco, CA   2021 - Present
Lumosity is the World's leading brain training and mental health company
- Proving the company hands-on architecture leadership, guidance and mentoring to our distributed engineering teams and ensure the delivery of high-quality, robust, and scalable solutions.
- Owner of the technical and engineering roadmaps to align long-term business objectives and suggest technical strategies to meet those objectives by introducing innovation through technology.
- Owner and author of most early prototypes of product components and final decision maker for validating them for technical design and performance

VP Engineering, Lumosity - San Francisco, CA   2020 - 2021
Lumosity is the World's leading brain training and mental health company
- Supervised Data Engineering, DevOps/SRE, and multiple different Platform and Product teams.
- Instrumental in increasing the company's revenue by redesigning engineering and operations and expanding our engineering base.
- Owner of the product and engineering roadmap for several new lines of business.
- Created the architecture designs, product requirements, and early prototypes for our new constellation of mental health apps and worked alongside stakeholders during the FDA approval process.

VP Engineering, Exodus.io - San Francisco, CA   2019
Exodus is a leading blockchain noncustodial wallet and exchange service
- Increased the team from 20 to almost 50 engineers and created several reporting lines.
- Designed product, technology, and growth strategy/roadmap for Q4 2019 and 2020.
- Successfully moved a siloed, vertically scaled monolith services system into microservices running on Kubernetes on AWS and Google Cloud.
- Introduced and developed several patterns, practices, and paradigms in the existing code base and deployment practices.

CEO, Skipti - San Francisco, CA   2017 - 2019
Skipti is a VC-funded, blockchain-based, peer-to-peer rental service.
- Hired founding team, designed the go-to-market strategy, raised ~$1MM seed series, and negotiated deals with several partners and providers in the legal, insurance, and delivery space.
- Led launch of a successful beta program in Albuquerque, NM in late 2018.
- Made decision to close Skipti in March 2019 due to insufficient funding.

Technical Advisor, Letgo - Barcelona, Spain   2017 - 2018
Letgo is a peer-to-peer market for mobile currently with ~30% of the US market.

- Advised leadership on go-to-market strategy for entry into the US market.
- Contributed to strategic design and execution of Letgo's Trust & Safety group which reduced fraud, identity theft, transaction safety, and account takeover problems by >90%.
- Provided technical advisory on Big Data architecture (Spark, Hive, Kafka, Storm on AWS), design and implementation of an AWS-based microservices architecture, and adoption of Agile product and software development processes.

Head of Engineering, VIDA, Inc - San Francisco, CA   2016 - 2017
VIDA is a Google Ventures-backed startup in the international e-commerce space.
- Served as first Interim Head of Engineering to establish engineering practices from scratch.
- Contributed to expansion strategy and hiring of technology, product, and design global teams in California and Asia.

Lecturer, ISDI Digital University & IMPACT Accelerator - California & Spain   2015 - present
- Collaborated with ISDI and Impact as part of their Startup Acceleration and Growth program.
- Regularly deliver lecture series, workshops, and masterclasses on Internationalization, Growth Strategies, and Internal Culture to a select group of international VC-backed startups.

Director of Engineering / Global Expansion, SoundCloud - Berlin, Germany   2014 - 2016
Co-designed and implemented SoundCloud's global expansion strategy and formed and led teams for execution to transform SoundCloud's success in six key markets.
- Led a ~50-member organization of engineers and product managers split into four teams focused on the global listener and creator growth, third-party integrations, and monetizing international markets. Teams had full responsibility for Scala backend, Node.js/React, mobile (iOS, Android, React Native), and data.
- Reached 10x user adoption and creator and listener engagement in international in the first few months.
- Represented SoundCloud in public speaking/interview appearances in the US and internationally.

Senior Engineering Manager / Head of International Engineering, Etsy - Brooklyn, NY   2012 - 2014
Rebuilt and led the International Product and Engineering teams and managed a >120-person product development group that launched Etsy in nine national markets ahead of schedule, increasing global new member growth and cross-country GMS 2x over plan.
- Organized, recruited, and hired a business unit with 35+ job functions to execute international strategy.
- Promoted and cultivated a healthy tech culture with a focus on D&I hiring initiatives.

Senior Software Engineer / International, Craigslist - San Francisco, CA   2006 - 2012
Worked autonomously and independently to expand Craigslist from a US focus to a global property with 79 new national sites in 26 languages, doubling users to ~100M. Contributed to the development of core technology, go-to-market strategy, and execution of contracts with language, content, and legal providers.
- Designed and implemented the Trust & Safety and Anti-Spam strategy and machine learning architecture to reduce spam, scams, and illegal content by 95%+ (prior to international launch).
- Revamped the UI and designed and implemented the map engine and geocoder as Craigslist became the first major site to use Open Street Maps. Written in pure JavaScript, Python, C, and Perl.

Senior Internationalization Engineer, Yahoo! Search - Sunnyvale, CA   2001 - 2006
Member of Search Engineering for Yahoo! Search. Worked for Southern Europe and LATAM during the transition from a listing-based web directory to a full-featured search engine.

- Created and implemented Search Spellchecking (AKA "Did you mean?") feature from scratch for 10+ countries and languages including CJKV languages.
- Led Machine Learning projects to introduce relevance and ranking analysis in international markets. Designed and implemented architecture from the ground up.
- Designed and implemented several cross-property NLP projects to simplify access to search and directory results on international sites. Served as Technical Liaison between US and European Search HQs.

SKILLS

Programming Languages: Python, JS, Lisp, Scheme, Clojure, Erlang, Scala, PHP, Prolog, Perl, C, C++
OS: Mostly Unix/Linux, *BSD, and others
Preferred Dev Tools: Emacs, Vim, Cider, and others
Big Data: Apache Stack (Snowflake, Kafka, Spark, Hive, Solr, Storm, Zeppelin)
Languages: Spanish (native), English and Italian (bilingual proficiency), German (B2), French (B1)

EDUCATION

BSc Computer Science - Universita Ca'Foscari/UOC. Venice, Italy, and Barcelona, Spain.
- Specialty: Theoretical Computer Science, Machine Learning, Cryptography

PUBLIC SPEAKING

The Economist, Madrid, Spain (2016) - Keynote Speaker, *Emerging Markets*
MIT EmTech Latin America, Medellin, Colombia (2015) - Keynote Speaker
MIT EmTech Europe, Bilbao, Spain (2012) - *Craigslist: A collaborative and open organization* (link)
European E-Commerce Conference Madrid/Malaga, Spain (2011 & 2014) - Keynote speaker (link)