


# MATT PALMERLEE

SOFTWARE DEVELOPMENT LEADER & ENGINEER



## CONTACT

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## PROFILE

A passionate software engineer and leader with over 20 years of experience. I build and inspire my teams to have shared ownership of the vision, process and product. Innovative products emerge through team communication, collaboration and focus.

## EXPERIENCE

### HEAD OF ENGINEERING

#### Betterleap | Mar 2022 - Present

- Built AI-powered recruiting platform allowing recruiters to automate sourcing and email outreach.
- Developed data enrichment pipeline to find and validate candidate contact information driving automated email sequences sent through Gmail and Outlook email APIs.
- Architected core platform API, web application and chrome extension using Typescript, NestJS and React running in GCP and deployed using Pulumi and GitHub Actions.

### CTO

#### EasyKnock | Dec 2019 - Mar 2022

- Transformed property management startup paralyzed by technical debt and high turnover to an agile, technology-driven Fintech company.
- Rebuilt technology systems and team while continuing to operate the business: increasing transaction volume 300% in one year and hiring onshore and nearshore FTEs and Contractors.
- Built microservices integrated with Salesforce CRM using Node.js, TypeScript and Python running in GCP and deployed using Terraform and GitHub Actions.
- Developed lead scoring engine using the XGBoost ML framework running on Google Vertex AI platform. Leads scoring in the top three deciles accounted for 88% of historic closed transactions.
- Led Engineering, Product, Design, Data Science and Analytics teams through series 25M B & 56M C funding rounds

### FOUNDER

#### Encode Logic | Aug 2018 - Present

- Delivered solutions for clients using Typescript, Python, Google Cloud, Firebase, and React Native.
- Developed websites, web applications and mobile apps for clients in Fintech and Aerospace industries.
- Created and launched mojitxt, an emoji based chat app for Android and iOS in 4 months. Mojitxt leverages a scalable, event driven Firebase backend architecture and a React Native client.

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## SKILLS

### LEADERSHIP

- Management & Mentorship
- Hiring and Team Building
- Strategy & Vision
- Budget & Finance

### GENERAL TECHNICAL

- System Design / Architecture
- Front-end Development
- API Development
- Database Development
- Cloud Infrastructure

### CORE TECHNOLOGIES

JavaScript/TypeScript, Node.js,  
React, React Native, Python,  
AWS, GCP, Firebase, Docker,  
PostgreSQL, MySQL, MongoDB,  
Redis, Pulumi, Terraform

## EDUCATION

**BS Computer Science**  
California State University  
Sacramento  
2001

## EXPERIENCE CONTINUED...

### SENIOR STAFF ENGINEER

**Rival, Inc. | Jul 2017 - Aug 2018**

- Developed enterprise ticketing platform with Python and React Native Web using Lambda, Dynamo, Aurora and Kinesis.
- Created core commerce platform for selling inventory to fans.

### SENIOR DIRECTOR, ENGINEERING

**Maker Studios / The Walt Disney Company | Oct 2012 - Jul 2017**

- Created systems using Node.js running on AWS to increase the success of Maker's 50,000 content creators.
- Led teams and contractors to build highly-scalable video platform powering 12 mobile apps and 18 sites.
- Developed asset management system to enable distribution of over 15 million videos to partners.
- Migrated to new video platform to reduce infrastructure and engineering cost, saving over \$1 million/year.
- Managed four engineering teams: 20 ICs and 2 Directors.
- Facilitated technology review and integration for 650M Disney acquisition and post-acquisition transition.

### LEAD SOFTWARE ENGINEER

**Conversive, Inc. | Nov 2003 - Oct 2012**

- Developed enterprise customer service chat application and data warehouse using Microsoft .NET/C#, JavaScript, jQuery, AJAX, SQL Server, Microsoft SSIS, and a Pattern Matching/NLP/Search Engine.
- Led engineering team and managed contractors to build agent-facing and visitor-facing web applications.

### ORACLE PROGRAMMER

**Landor Associates | Jul 2001 - Nov 2003**

## PROJECTS

### MOJITXT

**Emoji based chat game for iOS and Android.**

### ASTRIARCH

**Multiplayer Space Strategy Game using Node.js and MongoDB.**