



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

CTO

EasyKnock | Dec 2019 - Present

- 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 over a dozen 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 & 40M 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.

SENIOR STAFF ENGINEER

Rival, Inc. | Jul 2017 - Aug 2018

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

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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, C#,
AWS, GCP, Firebase, Docker,
MySQL, PostgreSQL, SQL Server,
MongoDB, Redis, Terraform

EDUCATION

BS Computer Science
California State University
Sacramento
2001

EXPERIENCE CONTINUED...

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 comprised of 20 ICs and 2 Directors.
- Led hiring and onboarding of 15 engineers while ensuring high morale and low turnover.
- Facilitated technology review and integration for 650M Disney acquisition and post-acquisition transition.

LEAD SOFTWARE ENGINEER

Conversive, Inc. | Nov 2003 - Oct 2012

- Developed suite of enterprise customer service chat applications and data warehouses 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.