

Over 15 years of engineering experience, both hands-on and in leadership positions. Built vertical and horizontal organizations at companies such as Google and Attentive. Deep technical knowledge in distributed backend systems, SQL and No-SQL databases, designing and building APIs at scale, web, mobile and cross platform applications.

Education

Massachusetts Institute of Technology

Aug 2013 - June 2015

Master of Science in MAS program at the MIT Media Lab, GPA: 5.0/5.0

- Thesis: "Invisible Ink: blockchain for data privacy" (43 citations), under the supervision of Prof. Andrew Lippman
- Received a full Research Assistantship of \$200,000
- Teacher Assistantship in *How to Make (almost) Anything* course (MAS.863/4.140)
- Winner of MIT Bitcoin Summer Startup Competition

The Interdisciplinary Center, Israel

Oct 2007 - Jun 2010

Bachelor of Arts (Hon.) in Computer Science, minor in Business Administration at Efi Arazi School of Computer Science

- Wharton School of Business at the University of Pennsylvania: One of three students selected for an exchange program
- Recipient of the Dean's list award of academic excellence

Volunteering

Advisor, Various startups

2021 - 2022

Tech expert advisor; Weekly meetings with co-founders

Mentor, Google

May 2012 - Aug 2013

Technology and product mentor for startups at Google's Launchpad accelerator

Advisory Board Member, Outbox

Aug 2010 - Aug 2013

An NPO that creates equal opportunities for talented young designers, artists and illustrators with over 1 Million NIS yearly income

Provided counseling in general management decisions, goals and targets, projects roadmap and technology

Professional Experience

CTO and Co-Founder, Stealth Startup

2022 - present

- Leading all software related initiatives
- Co-led fundraising

Director of Engineering, Attentive

2021 - 2022

- Saved \$1.5M / annually in platform costs by optimizing cloud resources, improving logging efficiency and providing visibility and better accountability across the company
- Built from the ground up and scaled the infrastructure organization
- Led company-wide PO efforts, such as Black Friday Cyber Monday, introducing an incident management system, and building flagship services (handling billions of requests a day)

Senior Software Engineering Manager, Google Fiber

2019 - 2021

- Led 3 teams with 15+ Software Engineers and Technical Program Managers; Built and scaled the teams from the ground up
- Enabled the growth of Google Fiber to additional markets, such as West Des Moines and the Triangle in NC
- Cut the time in half for dispatching field technicians which improved customer satisfaction scores (key differentiator)
- Reduced engineering complexity by centralizing and standardizing all asset management solutions

Software Engineering Manager, Google (Corp Eng)

2018 - 2019

- Led a team of 10+ Software Engineers building developer infrastructure tools
- Landed a set of API scaffolding tools that saved 4+ SWE years for 30+ teams
- Landed an open source API linter that runs on 2000+ APIs across Google
- Led Google's HR API that served the entire company

Senior Software Engineer, Google (Corp Eng)

2016 - 2018

- Designed and implemented infrastructure tools/services/libraries adopted across Google
- Productionized and scaled backend services, including setting up monitors, alerts, probes, load balancing, auditing, redundancy, and more
- Built a frontend web application for a Content Management System

Senior Developer Advocate, Google (Ads)

2015 - 2016

- Initiated and led 10 20%ers to launch an ad-suggestion engine that later matured to be part of the Adwords product
- Analyzed developer community needs and influenced product roadmap and key engineering decisions
- Worked with partners to design partner systems from scratch
- Represented the product in external developer community conferences (keynotes and tech talks) and meetings

Research Assistant, MIT Media Lab

2013 - 2015

- Developed a system that gives people control and ownership over their digital personal data using a decentralized peer-to-peer platform built with blockchain technology; Backend built with MongoDB, Node.js and Python
- Led and managed teams of engineers to produce prototypes for demonstration at the biannual MIT ML member's conference
- Created a cross-platform WebGL based library called Sphera, that orchestrates different sensors and input devices to facilitate and optimize the development of technologies for virtual reality and digital immersion environments
- Built and developed a collaborative, multi-touch, hemispheric display called the Crystal Ball, for a smart remote control. WebGL based application that provides individual and group recommendations, for media selection; Group can also be physically in remote locations

Co-Founder, The Israeli Android Association

2011 - 2013

- Formed a community of engineers, designers, managers and entrepreneurs with over 2000 members
- Presented at and organized events, hackathons, lectures and labs on Android, web and ADK technologies

Senior Android Technical Lead, Bizzabo

2012 - 2013

- Designed and built the architecture of the Android client; Optimized for most OS versions
- Improved the overall Android client performance and memory management which reduced customer's complaints by over 40%
- Developed a sophisticated peer-to-peer broadcasting mechanism which increased engagement in low internet connectivity

Team Leader, Pointer Telocation Ltd

2009 - 2011

- Managed a team of two engineers in developing a cross platform mobile application system (iOS, Android)
- Designed and developed both the frontend and the backend of multi users web applications

Team Leader, Israel Defense Forces: Intelligence/Telecommunications Corps

2002 - 2005

- Managed seven instructors and 150 cadets in System Administrators course
- Improved department's efficiency through the establishment of a pre-training course in software programming