

Joe Conway

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experience

2023-present

SHIPPABO

Remote

VP of Engineering

Key Technologies: React, Node, MongoDB, Google Cloud, OpenAI

Series A profitable startup. Head of engineering for team of 13, as company transformed from legacy freight forwarding platform into AI-enabled suite of subscription freight management tools

- Translated abstract product vision into tangible strategy by breaking down 12-18 month CEO vision into prioritized feature sets and a frequent, iterative release cadence
- Introduced recurring revenue model by rebuilding internal operations platform into marketable, SaaS platform (launched Jul 2023). Reduced churn to effectively zero and YoY quarterly revenue doubled
- Rebuilt unreliable and siloed systems of third-party data integrations into a resilient and production-ready foundation through targeted refactoring, deep data evaluation, observability best practices, critical data source redundancy and instilling a culture of total quality ownership in the engineering team
- Developed and operationalized GPT-4 based ML platform with fine-tuned LLM models for predicted cargo delivery timelines, document classification and data extraction from shipment booking documents and invoices

2021-2022

NOVI CONNECT

Remote

Head of Engineering

Key Technologies: React, Ruby on Rails, Postgres, dbt, Fivetran, AWS

Series B with \$51M funding. 2x'ed engineering org (to 12 ICs) and sat on exec leadership team (reported directly into CEO) to find product-market fit in the personal care product space with a chemical ingredient e-commerce product

- Worked across leadership team to drive sharper company focus by clarifying target users, markets, and use cases
- Grew the nascent engineering team into a high performance team through introduction of basic tools such as: code review, project planning, light agile, performance management, etc. Average project delivery timelines decreased from 3 months to 4 weeks. Critical issue resolution improved from 1 week to less than 1 day
- Built data platform with Postgres, dbt, Fivetran and Google BigQuery; 100x'ed speed of product compliance analysis for customers; protected business critical data processing pipelines with testing and alerting, mitigated daily production infrastructure outages
- Enabled and delivered a site-wide product pivot and redesign in only 3 months after removing legacy systems, migrating the Rails app from Heroku to AWS, and iteratively deprecating the technical debt-ridden React app

2014-2021

SCRIBD

San Francisco, CA

Director of Engineering

Key Technologies: iOS, Android, React, Ruby on Rails, MySQL, AWS

iOS Engineer (2014), Lead Engineer - Mobile (2015), Engineering Manager - Mobile (2016), Senior Manager - Web & Mobile (2018), Director of Engineering (2019)

Ran half the Scribd engineering organization (my purview grew from 10 to 100+ engineers), responsible for full-stack product development across iOS, Android, Web, Content Rendering, Emails, Accounts, and QA

- Grew Scribd from a PDF sharing site to a high-growth eBook and Audiobook subscription service, meeting the demands of 250M unique monthly visitors and 2M+ paid subscribers
- Built product development process, organizational structure, compensation structure, performance review process, and career leveling framework to facilitate 10x organizational growth during tenure
- Identified and led the initiative to divest away from Scribd's unreliable audiobook provider. Enabled Scribd to seamlessly transition to a self-reliant audiobook business. Upon completion, user issues with audio decreased 90% and this audiobook provider was acquired by a competitor
- Led the introduction of audiobooks, news, magazines, summaries, sheet music and podcast content type verticals and the credit-based internal currency for content consumption. This was critical for finding product market fit in the reading subscription space, and doing so profitably by offsetting the COGS of audiobooks and ebooks through algorithmically promoted higher margin content types
- Increased mobile app deployments from every 3mo to every 2w and Rails monolith deploys from once daily with 3h+ of manual QA, to 5-10 deploys per day, with automated validation and a 10 minute engineer-run smoke test

2012-2014

LETOLAB

London, UK

Head of Mobile Applications

Lead mobile developer and manager of offshore development teams for agency specializing in iOS and Android apps

education

2009-2012

UNIVERSITY OF SOUTHAMPTON

Southampton, UK

BSc, Computer Science with Machine Learning (ranked #4 CS program in UK at the time)

other

Interests: iOS Development in Swift, Web Development in Svelte, running, cooking

Papers: [Using H.264 compression for efficient abnormal motion detection on a mobile device](#)