

# Hal Joshua Eisen

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## Summary of Qualifications

Experienced Technical Leader and VP of Software Engineering at top Silicon Valley high-growth startups (**Fintech, Series C, \$90M funding; Biotech, Seed Round, raised \$5M funding; Adtech, \$1MM/day revenue program, 4MM visitors per day, top 5 advertiser in the world**). Proven history of successfully increasing revenue while lowering costs and reducing time to market. Inspirational leader who builds high-performing organizations (onshore, offshore or nearshore) through cross-functional relationships, systems thinking, and mentoring/coaching.

## Experience

**VP of Engineering**                      San Francisco, CA                      March 2020 - April 2023  
**TrueML (Fintech, Series C, \$90M total funding, 700 employees, 25% market share)**

Led the client experience engineering team to onboard new clients and maintain/extend existing client integrations using both APIs and proprietary middleware. Achieved PCI compliance. Partnered with the Client Success team to protect and grow revenue. Managed vendor relationships. Promoted from Director after my first year.

- Grew the team from 10 to 35 people across the USA and LatAm. Responsible for an **annual budget of \$10MM** in personnel and systems. Determined OKRs and KPIs for success.
- Onboarded **8 new** enterprise clients representing a total **increase of \$10MM in ARR**, representing **35% revenue growth**. Primary point of contact for 5 key vendor relationships.
- Created a new Professional Services group which **reduced frequency of data incidents by 75% over the course of one year**. This initiative improved incident resolution time by 90%, while increasing core developer productivity by 20% due to reduced context switching.
- Organized and led the company through PCI certification and 2 re-certifications. Authored dozens of internal policy and procedure documents in partnership with Legal and InfoSec.
- Hosted and presented an ongoing series of educational talks aimed at building bridges between business teams and the product/engineering teams.
- Mentored other engineering leaders (CTOs, VPEs and Directors), both inside and outside the company. Developed the Engineering department's career matrix for ICs, managers/directors, solution engineers, and tech writers.

**VP of Engineering**

San Francisco, CA

January 2019 – March 2020

**VeriSIM Life (Biotech, Seed Round, raised \$5M funding, 10 employees)**

Led the engineering and data science teams. Budgeted, planned and migrated all systems to AWS cloud. Achieved SOC2 compliance. Partnered with other executives for strategic annual and quarterly planning.

- Conducted strategic annual and quarterly planning in partnership with CEO and CTO using roadmaps, OKRs and KPIs.
- Led engineering team in project planning, setting requirements, design and implementation of a React/Django life sciences application **improving throughput by 500x**. Mentored engineers in industry best practices. Specified, designed, implemented, tested and deployed a high-throughput API capable of **handling 1000s of requests per second** using AWS Cognito and AWS API Gateway.
- Drove the organization to SOC2 compliance. Responsible for SOC2 vendor selection and contract negotiation. Crafted, documented, automated and enforced business processes. Created and enforced security plan for cloud and IT based on OWASP Top Ten and security scanners such as OpenVAS, Arachni and Nikto.

**Director of Engineering**

Oakland, CA

May 2007 – January 2018

**Ask.com (Search & AdTech, a wholly owned subsidiary of InterActive Corp, 100 employees)**

Owned the technical systems which enabled over a **\$1MM/day revenue program** and generated over **4MM visitors per day (top 5 advertiser in the world)**. Drove ROI up from 1.2 to 1.5 in two years. Promoted from Engineering Manager after 5 years.

- Supervised the activity of **20 staff spread across 4 teams in New York, Oakland, Guadalajara and Chennai**.
- Architected, designed, built and deployed a massively scalable automated bidding system, **improving margins by 25%**. Re-architected and optimized a Big Data reporting system, delivering **over 10x improvement in throughput** while tripling available capacity.
- Responsible for hundreds of cloud servers and containers in both AWS and our datacenter, consisting of Hadoop clusters, MySQL master/slave clusters, proprietary app server clusters, a SOLR/lucene farm, proprietary job launchers, schedulers, an ETL package, shared file system, a VPC tunnel and a robust message queue. Developed K-means clustering software with Mahout and Hadoop to optimize SEM bidding strategy for a portfolio of **150MM**

**advertisements.** Built a specialized distributed caching system containing 1 billion objects using Riak and Erlang which powered the MLOps pipeline for all data science models.

## Previous leadership experience

- CEO, CTO, and Founder of Built On Linux consulting (4 years)
- QA Manager at Orion Multisystems (1 year)
- Software Tools Manager at Transmeta Corp (2 years)
- Engineering Manager at Brightmail (2 years, sold to Symantec)

## Previous individual contributor experience

- Technical Consultant at Silicon Graphics (1 year)
- Senior Systems Administrator at the National Weather Service (3 years)
- Software Support Specialist at Empress Software (2 years)
- Computer Programmer at Tri-Analytics, Incorporated (summer intern)
- Computer Programmer at Bennett X-Ray (summer intern)

## Skills

- Leadership:** Strategic planning, decision making, mentoring, building high performance teams, corporate process and best practices, vision, cross-functional alignment, KPIs and metrics
- Languages:** C, C++, Python, Perl, Lisp, Lua, Erlang, Haskell, Go, Scala
- Databases:** Cassandra, DynamoDB, Snowflake, PostgreSQL, MySQL, Oracle, Hadoop, Riak, Redis
- Strengths:** Ideation (finding connections), Restorative (problem solving), Intellection (creative planning), Context (deep understanding), Arranger (flexible organization)

## Education

Bachelor of Science in Computer Science

*The Johns Hopkins University, Baltimore, MD*

## Special Interests

- Chess
- History
- Cooking & Baking
- Sailing
- Travel
- Ballroom Dancing
- Reading
- Bicycling
- Backpacking
- Singing