

# Brandon Richey

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## EXPERIENCE

### Pacvue — Senior Vice President of Engineering, Helium10

JANUARY 2023 - MAY 2023

- Oversaw launch of Insights Dashboard feature
- Managed engineering organization of over 80 engineers spread out across multiple disciplines and technology stacks including React, PHP (Yii2, Laravel)
- Oversaw launch of Insights Dashboard feature
- Oversaw launch of Market Tracker 360 improved data model
- Was a key stakeholder involved in establishment of business success metrics, including OKRs and KPIs, as well as setting short-term and long-term product and platform evolution and technical direction
- Worked to build new engineering metrics to set better expectations with stakeholders around delivery, productivity, and fulfilling business needs
- Coached and mentored new engineering leaders on effective engineering management techniques and walked people through how to handle difficult situations

### Pacvue — Chief Technology Officer, Refersion

APRIL 2021 - JANUARY 2023

- Led and grew product and software engineering over a period of 3x growth
- Led and grew the Product organization, the Design and User Experience organization, and the Project Management organization
- Oversaw launch and delivery of major significant platform additions, including a new managed payment platform (Refersion Pay) and a first-of-its-kind Amazon integration for affiliates, influencers, and publishers
- Interviewed and hired multiple product software engineers, DevOps personnel, and engineering/product/design leaders
- Implemented career ladders, established best practices, and led the efforts around engineering and security maturity
- Was a key stakeholder involved in establishment of business success metrics, including OKRs and KPIs, as well as setting short-term and long-term product and platform evolution and

## TECHNICAL SKILLS

Elixir (incl. Phoenix, Ecto)  
Ruby (incl. Rails, Sinatra)  
JavaScript (incl. Express.js, React, Redux, Webpack, ESBuild, Remix, Next.js)  
Git/Github  
Nginx, Docker, AWS, MySQL/Percona, Postgresql  
HTML5/CSS3/SASS/CSS Modules  
Some experience with Go, Rust, Swift, Angular, Objective-C  
Prior experience with PHP, Python, Java, C/C++, C#, Oracle PL/SQL

## PUBLICATIONS

**Phoenix Web Development:**  
Published by Packt Publishing, April 2018

**Create React App 2 Quick Start Guide:** Published by Packt Publishing, March 2019

**The React Workshop:**  
Published by Packt Publishing, August 21, 2020

## RELATED EXPERIENCE

Technical Steering Committee

technical direction

- Maintained a low AWS footprint and negotiated multiple contracts with external vendors to keep R&D and product spend below industry standard percentages of revenue
- Oversaw evolution of product from a legacy monolith to more reasonable technical architectures, including establishing best practices, deployment procedures, and support procedures
- Increased cohesion between product, design, and engineering organizations and increased velocity, and shipped major features to spec and within established timelines for contracts, major publicity events, etc.
- Maintained a high level of engagement across all reporting teams measured through third party engagement surveys
- Built and maintained high employee trust and happiness
- Oversaw career development and implemented multiple best practices, including establishing manager training for multiple new managers
- Established engineering metrics to report to board/parent company executive leadership team

### **Greenhouse, New York City — Senior Engineering Manager, Platform Team and ProServ R&D**

AUGUST 2017 - APRIL 2021

- Led a team building a new product to target Enterprise customers offering simpler integrations and simplifying implementation time and complexity when building new integrations
- Oversaw growth of managers moving into their first management experiences, provided coaching and mentoring throughout
- Grew the careers of multiple engineers from Software Engineer to Senior and to Lead or Manager
- Managed two teams of Software Engineers focused on customer integrations, API management, Professional Services and custom implementations, data migrations and loading, while building a third team
- Oversaw and managed feature development and planning, and architected large-scale solution for onboarding an enterprise customer
- Led multiple new API implementation efforts surrounding an Elixir rewrite of our main API
- Scaled our API, integration, and data connector solutions for Enterprise customers and through multiple significant growth periods
- Involved in multiple projects surrounding enhancing engineering management culture
- Improved new engineering employee onboarding structure
- Planned, architected, and implemented many statement of work projects, working directly with the customer's implementation and development leadership teams to determine scope, responsibility, and feasibility planning

member, CSPA

Speaker, Emp.ex NYC 2016:  
“The Journey to Elixir in Production (At Scale)”

Speaker, Emp.ex LA 2018:  
“Panel: Adopting Elixir”

Speaker, BeamCamp/  
OpenCamps NYC 2017:  
“Leveling Up Your Team with Elixir”

Adjunct Lecturer, Computer Science, The College of Saint Rose (SEPTEMBER 2009 - MARCH 2013)

Primary technical contact/lead developer, curedfoundation.org (MARCH 2014 - PRESENT)

Consultant, MVP/Core Backend Build for afito.com (SEPTEMBER 2017 - NOVEMBER 2017)

## **EDUCATION**

**Masters of Science, Computer Science**  
The College of Saint Rose, Albany, NY

**Bachelors of Science, Computer Science**  
The College of Saint Rose, Albany, NY

- Worked closely with Product Managers, Project Managers, Sales Executives, Customer Support and Success teams to align ourselves better with customer needs, especially as we moved further upmarket
- Performed capacity planning exercises for API utilization and expansion
- Involved in resource planning, quarterly and annual objectives for the team, and managing career growth
- Led my teams through a growth rate of 4x what we were at when I started the company

## **Teladoc, Purchase, NY — *Director of Engineering***

MARCH 2013 - AUGUST 2017

- Acted as a coach/mentor/advisor for most of the engineering staff
- Grew a single engineering team of 2 to nearly 50 across multiple teams
- Managed scale and performance during growth from 10,000 consultations to 10,000,000+ consultations
- Grew from a single API and 3 core sites to a network of micro- and macro-services, covering performance needs from a few requests per second to tens of thousands of requests per second
- Led multiple business and engineering joint efforts to:
  - improve the member experience and significantly decrease drop in member sign ups
  - improve billing success rate for first bill attempts from approximately 40% to over 90%
  - decide on a front-end development strategy, framework, best practices, and storybook for reusable components and code
  - improve our company onboarding/insurance membership intake process from jobs that took over a day to run to jobs that ran in under 15 minutes
  - stretched and grew into new market spaces such as Behavioral Consultations, building a Hospital Platform, integrating with telemedicine booths at drug stores across the US

## **Xerox Litigation Services, Albany, NY — *Senior Application Developer***

MARCH 2007 - MARCH 2013

- Developed high-use web-based software for use by law firms and corporations using PHP/Oracle/JavaScript.
- Developed multiple new features utilizing heavy JavaScript and Ruby on Rails-style PHP MVC Framework
- Developed process-optimizing internal use websites and tools
- Designed and developed a brand new mobile front end for a successful web application

- Implemented and maintained unit and functional tests to maintain code and application integrity
- Developed new alternatives for legacy codebase to improve security and remove multiple vulnerabilities

## **Blue Slate Solutions, Albany, NY — Consulting Software Engineer**

JANUARY 2006 - MARCH 2007

- Developed Preprocessors and Postprocessors for Fortune 10 company using Java
- Improved business process and development utilizing BPM software (PegaRULES Process Commander)
- Provided significant process and development improvements for Fortune 500 companies
- Engaged with client development teams to introduce new techniques and processes to significantly improve productivity and lower error rate