

YONI SAMLAN

Boston, MA | ysamlan@gmail.com

Experienced product and engineering leader focused on scalable development of systems, from mobile apps through to distributed cloud backend systems. Shipped SaaS tools, SDKs, mobile apps, and web apps used by millions of people.

EXPERIENCE

Localytics

Boston, MA

Oct 2018 - Present

Localytics

Boston, MA

Jul 2015 - Oct 2018

LevelUp / SCVNGR

Boston, MA

2012 - Present

Principal Software Engineer

Technical lead for messaging and analytics backend infrastructure. Building scalable systems and the team's skills and processes to enable us to tackle the next generation of services.

Major new initiatives include:

Live Device Monitor - realtime device-to-dashboard streaming log viewer. Localytics' first Go (Golang) distributed microservice.

Usage & Billing Report - allows our customers to view cumulative monthly usage and splits by app to predict and adjust their Localytics billing without surprises. Unified data snapshotting systems, API interfaces, finance reporting code, and manual processes.

Director, Product Management

Strategic director managing and working with team of 6 individual product manager on development processes, go-to-market strategies, and opportunity assessments.

Product manager for two teams of 12 mobile, backend, and frontend engineers managing the Localytics mobile engagement platform.

Major new initiatives:

Localytics Push Platform Scaling - Led the Localytics Marketing Channels team through scaling to 5x growth in usage over 6 months.

Localytics Places - Geofence management and realtime triggered marketing campaigns based on user location.

Head of Mobile

Led a team of five mobile engineers through design, development, and shipping on all major iOS and Android development initiatives:

- White-Label Libraries – Mobile libraries and tools used internally by hundreds of custom-built apps. Led hiring for separate ongoing white-label development and management team that runs client projects.
- Public SDKs – iOS and Android libraries that now power our internal libraries and apps built by our partners.

LevelUp / SCVNGR

Boston, MA
2010 - 2012

Active Frequency

Cambridge, MA
2008 - Present

Net-Temps

North Chelmsford, MA
2005 - 2008

EDUCATION**Brandeis University**

2001 - 2005

- Merchant Devices – custom firmware, Android OS, and system update and analytics tools running on thousands of standalone scanners.
- Mobile Apps – the signature LevelUp apps for consumers and merchants.

Senior Android Developer

Architected and led development of SCVNGR for Android, LevelUp's initial flagship app. Worked with a small team of iOS, Android and Rails developers to ship a photo-sharing, checkin and merchant engagement game used by millions of people.

Partner (on Hiatus)

Co-founded and ran successful software development consulting company. Handled all aspects of client projects, from sales to development and deployment.

Notable projects:

- Locast (locast.mit.edu) – MIT Mobile Experience Lab – Developed the frontend Web interface and backend APIs for a mobile location-aware video sharing application in Django.
- RedLaser for Android (redlaser.com) – Occipital – Developed Android version of RedLaser barcode scanning and shopping app, as well as a standalone Android SDK. RedLaser was profitably acquired by eBay shortly afterwards.

Software Developer

Wrote Java software powering Net-Temps' Web tools for companies and job-seekers. Developed new spidering system in Python used to process and parse millions of résumés and job descriptions.

BS, Computer Science & Philosophy

Justice Brandeis Scholar, National Merit Scholar.

Founding editor, The Hoot newspaper. Founding member & competitor, Brandeis Ballroom Dance Team. Lead guitarist, The Ghosthead Nebula (rock band).

SKILLS

Engineering Leadership

Go (Golang)

REST & API Architecture

Distributed Systems & Cloud Computing

Ruby / Rails

Python

Mobile Development

Android

Public Speaking

CONTACT

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