

# YONI SAMLAN

Boston, MA | ysamlan@gmail.com

Experienced product and engineering leader focused on mobile development. Shipped SaaS tools, SDKs, mobile apps, and web apps used by millions of people.

## EXPERIENCE

### Localytics

Boston, MA  
Jul 2015 - Present

### 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.

### LevelUp / SCVNGR

Boston, MA  
2012 - Present

### 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.
- 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.

### LevelUp / SCVNGR

Boston, MA  
2010 - 2012

### 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.

### Active Frequency

Cambridge, MA  
2008 - Present

### 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.

### **Net-Temps**

North Chelmsford, MA  
2005 - 2008

### **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.

## **EDUCATION**

### **Brandeis University**

2001 - 2005

### **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

Mobile Development

Android

REST & API Architecture

Ruby / Rails

Python

Public Speaking

## **CONTACT**

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