PATRICK ZHANG

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Summary

8+ years of experience developing high-performing teams and building industry-leading products. Passionate about building effective engineering teams, growth hacking, and creating user values. Drove 50M+ annual top-line user growth through enterprise implementation. Increased annual gross profit by $1.2M in 3 months through product experiments.

Experience

Head of Engineering, Recommendation, Affiliate Growth

Trellis Technologies   *Oct 2022 – Jul 2023*

- Managed 2 remote engineering teams with a total of 12 reports. Improved teams' engagement scores by providing timely and actionable feedback, developing and tracking personal goals through regular and structured one-on-ones while practicing radical candor.
- Maintained search and recommendation logic for the core application including the implementation of numerous machine learning algorithms to forecast Lifetime Value (LTV) and profitability of lead sales, resulting in a substantial enhancement of quote-to-sale conversion rates and lead efficiency metrics.
- Led complex projects with multiple dependencies across all business lines for marquee affiliates with $5M+ contracts, such as American Express, Rocket Money, and Allstate Insurance.
- Successfully delivered a quarterly roadmap of user funnel optimizations and data-driven experimentation, which resulted in a verified increase of $1.2M in annual gross profit in 3 months.
- Increased both teams' sprint velocity by 50% in 6 months by fostering a strong product engineering culture that emphasizes user value creation, extreme ownership, and product curiosity.

Head of Engineering, User Fulfillment

Trellis Technologies   *Apr 2022 – Oct 2022*

- Pioneered engineering efforts for payment collection processes and collaborated with product design to enhance user experience, which significantly boosted the payment collection rate, surpassing targeted metrics by over 100%.
- Streamlined the response to critical P0 and P1 requests, reducing resolution times to under 48 hours and 1 week respectively. This enabled rapid triaging, prioritizing, and execution of change requests across various business sectors, thereby ensuring adaptability to fluctuating market conditions.
- Led cost reduction efforts that decreased cloud computing costs by 20% without compromising security or scalability. Saved over $50K in annual subscriptions by consolidating vendors and services, identified cost drivers in data engineering, and established a backlog for future improvements.

Chief Technology Officer

Protecht   *Nov 2019 – Apr 2022*

- Oversaw Product Engineering, leading to the development of an industry-leading embedded insurance platform in the live events and e-commerce industry. This resulted in an increase in annual impressions from 5 million to 50 million within three years, generating $15m+ ARR. Protecht was later ranked No.2529 on the Inc. 5000 list.
- Spearheaded corporate data strategy and Data Engineering operations, resulting in improved decision-making, greater efficiency, and higher accuracy. Developed trusted relations with Data Analytics, Finance, and Operations teams to facilitate day-to-day data analysis, generate insurance bordereau, reconcile revenue events, and improve product experience.
- Worked closely with the Business Development team to identify customer needs, develop compelling solutions, and provide technical enablement. This led to the signing of 10+ new strategic partnerships, resulting in a 50% increase in revenue. Major partners included Major League Baseball, NASCAR, Eventbrite, and Marriot Vacation Club.

VP of Engineering

Protecht   *Feb 2018 – Nov 2019*

- Oversaw the hyper-growth of the product engineering team, expanding it from 3 individual contributors to over 20 full-time employees.
- Built out job descriptions, and hiring pipelines across all engineering and product design disciplines. Partnered with the talent team to build and implement structured interview processes. This resulted in a hiring success rate of over 90%.
- Authored key policies and operating procedures such as software development lifecycle, rollout procedures, on-call policies, and disaster recovery policies, to enhance team operation excellence.
- 30X scaling the application, accommodating growth from 150s to 5000s of concurrent users.

Lead Software Engineer

Protecht   *Nov 2016 - Nov 2018*

- Led core architecture and feature development using Python, Django, Angular.js, and Vue.js.
- Enhanced system availability to 99.95% by migrating to Elastic Load Balancer and introducing autoscaling, providing self-healing web and application tiers. Further ensured system stability by adding automatically scaling storage and read replicas in multiple zones for RDS and ElastiCache.
- Significantly reduced p95 API latency from over 5 seconds to under 300ms by designing and implementing an asynchronous worker tier with AWS SQS and AWS Lambda.

Co-Founder and Chief Technology Officer

Hillotask   *Mar 2015 - June 2016*

- Co-founded and developed a mobile marketplace that connected college student freelance labor with local demand. The platform provided opportunities for college students to find entry-level tasks aligned with their majors and interests while offering affordable entry-level tasks for local businesses.
- Led product development and software engineering efforts. Developed an iOS app in Objective-C that garnered over 50,000 downloads. Implemented APIs and backend applications using Python and Django. Utilized AWS services such as ECS, ElastiCache, and RDS for hosting.

Education

Quantic School of Business and Technology *Master of Business and Administration*
Feb 2024

MIT Sloan School of Management *Executive Certificate, Technology and Operation*
June 2019

University of California, Irvine *Bachelor of Science - BS, Computer Science*
June 2016

Extracurriculars

- Member of the Forbes Technology Council
- Editor for the [InfoQ Architecture and Design](#) column
- Member of AWS CTO Fellowship
- AWS Certified Cloud Practitioner, Database Specialty
- Speaker at Running USA 2022 on [Embedded Digital Insurance](#) and its impact on the running industry.
- [StackOverflow Contributor](#)
- Volunteer judge at [Major League Hacking](#) and university hackathons, including Georgetown University, MIT, and University of California, Irvine, supporting and grooming aspiring developers.