Andrew Defee

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Hi! I'm an American full-stack software engineer and entrepreneur. I've built and scaled teams and software in a variety of early-stage, high growth startups spanning digital advertising and tracking, consumer privacy, social networking, and web3 + blockchain.

VP, Engineering @ GeistM
Q1 2020 – PRESENT; NEW YORK CITY, NY (+ REMOTE)

At GeistM (adtech/martech), we process and store 1500+ requests/second from 100's of sources across the web. We serve 100's clients, incl. Nutrisystem, Hello Fresh, Rosetta Stone, and Fanduel. We provide a custom Customer Data Platform (CDP) that allows our analysts and clients to deploy ads & campaigns to any network(s)/channel(s) simultaneously, aggregate data from hundreds of sources to provide live performance data and insights, and automatically adjust campaigns across all channels in realtime based on trends and AI predictions.
https://geistm.com

During my tenure as our sole Engineering VP, I reported directly to our C-Suite and:
- Was responsible for all technology horizons, architecture, product management and execution,
- Was directly involved with **all technical hires** and actively developed a teaching & mentorship culture,
- Coordinated internal and external training & evangelism for our various products,
- Was responsible for **coaching, code review, and performance management** (incl. OKR reporting + tracking) for all technical hires and teams,
- Architected and delivered new infrastructure (combo of microservice + serverless) and **modern CI/CD** pipelines for our JS and Node-heavy stack on **AWS and MongoDB**,
- **Reduced AWS & Mongo costs by 56% MoM** while increasing data throughput,
- **Grew engineering org size 3X** and drastically **increased diversity** across our technical hires,
- Successfully transitioned entire company from 100% in-office to fully remote during COVID, without disruption of preexisting timelines and goals,
- Handled negotiations and **due diligence** as part of various successful IP acquisitions and external audits (incl for public offering scouts and **ISO27001**, **SOC2**, etc).

Senior Software Engineer @ GeistM
Q1 2020 – Q4 2020; NEW YORK CITY, NY

- Immediately took on the responsibilities listed in VP role above and was formally promoted to the role following EOY reviews. *In addition:*
  - Architected and delivered new infrastructure (combination of microservices and on-demand/serverless) and modern CI/CD pipelines for our Node-heavy stack on AWS and MongoDB Atlas. Alongside AWS (Lambda, SQS, ElastiCache, Fargate+ECS, Batch, R53, S3, Beanstalk, WAF, Rekognition, etc.), we actively used Datadog, Sentry, Jira/Confluence, Github & Gitlab, and others.
  - Scaled our systems to support over 1500 req/s (from 300 req/s) while lowering total cost per request.

Frontend Engineer @ VidMob
Q2 2019 – Q1 2020; Pittsfield, MA

This is a lower role than I have often held in recent years, but I feel its important to lead by example and wanted to refamiliarize myself with modern frontend trends and standards before returning to a technical leadership role.
VidMob delivers an all-in-one creative marketing platform that connects creators with marketers and simplifies the entire ad campaign process. Their SaaS product provides realtime, actionable insights that allow for on-the-fly optimizations of the campaign and creative. **https://vidmob.com**

- Worked initially on the React frontend for our flagship product, Agile Creative Studio.
- Within a few months, became responsible for improving, maintaining, and educating staff on our technical data & systems security, monitoring and patching vulnerabilities, and working with leadership to implement SOC2 and other compliance protocols.
- App stack included React, NodeJS, MySQL, PHP, Java, Python, AWS (Lambda, EC2, Route53, WAF), Datadog, Sentry, others. Infrastructure included combination of microservices and on-demand/serverless.

Technical Lead @ Rivetz
Q2 2017 – Q2 2019; NYC / Pittsfield, MA

Based on blockchain, Rivetz' primary product was a blockchain-powered SDK that allowed app developers to secure sensitive data via the secure hardware embedded on modern mobile devices. Through the SDK, developers could further verify and assure the origin and integrity of transactions. This effectively removed any possibility of remote compromise of accounts, high value transactions, etc (think of it as using your own phone hardware as a Yubikey for identity). We were one of the first utility-based token offerings (ICO for $18M+) in the space.

I reported directly to our CTO and was responsible for:
- Architecting our Java-based SDK and remotely running our engineering org as we built out our MVP.
- Building & maintaining Rivetz' multiple web properties that served 80K+ DAU (daily active users).
- Stack included Java & Spring, SCSS, React & NextJS (SSR), NodeJS, MongoDB, Python, AWS (Lambda, Cloudfront, EC2, Beanstalk, Fargate/ECS, S3, etc), Figma, Shortcut (PM).

CTO @ Frapz Advertising
Q4 2015 – Q3 2016; Auburn, AL

Frapz paid college students in realtime (based on location & immediate local foot traffic) per minute to advertise on campus using the backs of their laptops.

- I was brought on to replace CTO; rebuilt engineering org,
- Revamped and modernized technical architecture and supply chain,
- Architected and built software integrations with our remote suppliers and warehouses, and was
- Responsible for MVP web app (React, Node, MySQL stack on AWS) that matched students & advertisers, automated ad deployments, etc.

VP, Technology @ Future Tense Central
Q2 2014 – Q4 2015; Auburn, AL

John McAfee's (founder of McAfee Antivirus) new tech startup, focused on consumer privacy and security. I was responsible for all engineering & technology architecture & delivery, and for vetting potential partnerships and acquisitions. Company and its partners were later acquired in 2016 for $40M. Stack varied but often included Node, JS, PHP, MySQL.