

# ALEX GOLDBERG

CTO • Technical Product Lead • Head of Engineering

*Building & Scaling Revenue-Generating Digital Products*

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**Available for:** CTO • Head of Engineering • Technical Product Lead • Sr. Product Owner  
*End-to-End Product Development*

## PROFESSIONAL SUMMARY

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Hands-on technical leader with 25+ years building and scaling production web and mobile platforms. Currently leading Selin, a women's health mobile app with 120,000+ users worldwide, ~30%+ trial-to-paid conversion, and subscription-based monetization. Comfortable working directly with founders and executive teams to own engineering outcomes — architecture, delivery, monetization, and growth — and staying hands-on in critical areas when needed.

## SELECTED ACHIEVEMENTS

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- **Built and scaled Selin** — a global health platform with 120,000+ users and ~30%+ trial-to-paid conversion, with subscription-based monetization and global infrastructure.
- **Led cross-functional teams of up to 60 people** across engineering, product, design, and marketing operations on global enterprise initiatives.
- **Delivered SaaS, mobile, and e-commerce products** with monetization models, payment integrations, and analytics in place from day one.
- **Stabilized and modernized legacy systems** — without downtime, improving reliability and user experience while preserving revenue continuity.
- **Owned full product lifecycle** — discovery, architecture, delivery, launch, and post-launch growth.
- **Built analytics and engagement systems** — improving retention, daily active usage, and lifetime value across multiple platforms.

## CORE EXPERTISE

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**Leadership:** Engineering leadership, product ownership, technical roadmaps, hiring, agile delivery, distributed and cross-functional team leadership

**Architecture:** System and backend architecture, API design, scalable cloud infrastructure, high-availability platforms, monetization & subscription billing systems

**Backend:** PHP (Laravel, Symfony), Node.js, REST APIs

**Databases:** MySQL, PostgreSQL

**Frontend & Mobile:** JavaScript / TypeScript, React, Angular, Ionic, React Native, Kotlin, iOS & Android deployment

**Infrastructure:** AWS, Linux, Nginx, CI/CD pipelines, monitoring & observability, deployment automation

## PROFESSIONAL EXPERIENCE

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**Technical Product Lead | Selin (iOS / Android App)** • *selin.app*

2024 - Present

*Lead architecture, engineering, and product delivery for a global mobile health platform — owning backend systems, mobile development, monetization, and the full release cycle.*

- **Scaled platform to 120,000+ users worldwide** across iOS and Android with subscription-based monetization.
- **Achieved ~30%+ trial-to-paid conversion** by designing onboarding, paywall, and retention flows informed by analytics.
- **Architected scalable backend and global infrastructure** supporting high availability, low-latency delivery, and global user growth.
- **Implemented subscription billing & in-app purchase systems** driving recurring revenue across iOS and Android, with web acquisition funnels driving traffic to the apps.
- **Owned product delivery** — roadmap, engineering, releases, app store submissions, and post-launch iteration.
- **Built analytics and engagement infrastructure** to track activation, retention, and lifetime value, informing product decisions.

### Senior Platform Engineer (Contract) | **Astrograph Software Inc.**

2023 – 2024

*Owned platform engineering for a SaaS product, focused on backend scalability, payment systems, and feature delivery.*

- **Re-architected core backend services** to support increased load, improving response times and stability.
- **Owned engineering delivery for major feature releases** — from technical specification through production rollout.
- **Implemented payment and subscription flows** supporting recurring revenue growth.
- **Improved CI/CD and deployment pipelines** — reducing release cycle time and increasing deployment confidence.
- **Mentored engineers** on architecture patterns, code quality standards, and review practices.

### Senior Platform Developer | **Frame One**

2021 – 2023

*Backend engineering and platform development for workflow automation systems supporting distributed operations.*

- **Developed backend systems and internal platforms** supporting workflow automation at scale.
- **Built APIs and integrations** for authentication, data synchronization, and internal services.
- **Designed operational tools and dashboards** improving internal team efficiency and productivity.
- **Improved system performance and reliability** through targeted refactoring and infrastructure tuning.
- **Supported deployment automation pipelines** — reducing manual release work and improving consistency.

### Chief Technology Officer | **Vizual Technologies, Inc.**

2018 – 2021

*Ran a technical leadership consultancy serving startups and growth-stage companies. Owned engineering outcomes across multiple concurrent client engagements — from architecture through monetization — leading distributed teams of up to 10 engineers.*

- **Led engineering teams of up to 10 people** across multiple concurrent client engagements spanning backend, mobile, and infrastructure.
- **Took products from zero to production** for early-stage clients — defining architecture, directing engineers, shipping MVPs, and iterating based on user feedback.
- **Stabilized and modernized production systems** for established clients — eliminating downtime, reducing technical debt, and unlocking the ability to ship features safely again.
- **Implemented monetization, payments, and analytics systems** — Stripe, in-app purchases, subscription billing, and event tracking pipelines.
- **Defined technical roadmaps** aligned with business goals, fundraising stages, and growth targets.
- **Partnered directly with founders and executives** — translating product vision into engineering execution and reporting outcomes to boards and investors.

**Engagement types:** SaaS platforms · Mobile applications · E-commerce systems · Automation tools · Analytics platforms

## Lead Developer / Engineering Lead | KFC Marketing Division (Yum! Brands)

2015 – 2018

*Led architecture and development of a global marketing asset management platform serving teams across multiple regions. Coordinated cross-functional groups of up to 50 people including engineering, design, marketing operations, and regional stakeholders.*

- **Coordinated cross-functional groups of up to 50 people** — engineers, designers, marketing operations, and regional stakeholders — to deliver a global marketing platform.
- **Architected scalable backend systems** supporting global content management and distribution across regions.
- **Took the platform from concept through production** and ongoing operations across multiple regions.
- **Established engineering standards** — development processes, code review practices, and delivery workflows across distributed teams.
- **Implemented integrations** including payments, analytics, and third-party marketing services.
- **Improved system performance, scalability, and maintainability** — extending platform lifespan and reducing operational cost.

## LEADERSHIP SCOPE

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- **Team scale:** Have led teams of 10 (consulting engagements), 50 (KFC global marketing platform), and up to 60 people on cross-functional global initiatives.
- **End-to-end ownership:** Lead projects start to finish — discovery, architecture, hiring, delivery, launch, and growth.
- **Distributed teams:** Comfortable leading remote and distributed engineering teams across time zones.
- **Founder partnership:** Work directly with founders, CEOs, and executive teams — translating business goals into technical roadmaps and outcomes.
- **Hands-on when needed:** Step into architecture, backend, and code-level work to unblock teams or guarantee delivery quality.
- **Monetization & growth focus:** Track record of delivering systems that produce measurable business outcomes — revenue, retention, and conversion.

## EDUCATION

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### Master's Degree, Information Technology

Odessa National Maritime University

*Specialized in software engineering, system architecture, and data systems — with a strong foundation in scalable application development and analytical problem-solving.*