

Alec Kriebel

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EXPERIENCE

Amplitude

Amplitude (NASDAQ: AMPL) the #1 product analytics platform. We help companies unlock the power of their products.

Software Engineering Manager *(React/Node.js/MySQL)*

MAY 2021 - APR 2023

- Led and managed 7 software engineers of all levels across 2 teams; 5 on Growth & 2 on Internal Systems
- Built the Growth team (owned acquisition, onboarding, and monetization) from 0 to 5 engineers, establishing all team processes
- Revamped the Internal Systems team (owned admin tooling, feature provisioning, & more) to be a healthier, more collaborative team
- Responsible & accountable for my team's goals; led roadmapping, goal-setting, and planning; communicated my teams' metrics weekly and proposed quarterly plans to Amplitude's leadership
- Led & Launched Amplitude's self-serve purchasable plan; grew ARR from \$0 to \$XXXk, on track to do \$Xm in ARR in 2023
- Led replatforming of amplitude.com to Next.js, increasing page speed by ~4x; formed and hired the acquisition pod for this effort
- Was the Engineering Lead for Amplitude Pricing & Packaging Initiative; led 6 engineers across 4 teams for a quarter to introduce Monthly Tracked User (MTU) billing, completely repackaged plans, monthly billing and more
- Doubled conversion (from ~5 %to ~10%) in the Signup flow via a redesigned experience; validated via 50/50 AB test

Shift Technologies

Shift (NASDAQ: SFT) is an automotive e-commerce platform that makes buying and selling cars fun, fair, and accessible to everyone.

Software Engineering Manager *(React/Go/PSQL)*

DEC 2019 - MAY 2021

- Led the Shopping engineering team as the tech lead & engineering manager; used React on Typescript & Golang + Postgres
- Planned, roadmapped, and ran cross-functional projects with my team's Embedded Designer, Product Manager, & Data Scientist
- Rebuilt Shift's product landing page (shift.com/cars) from scratch; used server-side rendering to decrease load times by 52%
- Product-managed Test Drive Filter AB test; increased conversion to purchase on Shift's product landing page by +12%
- Created SEO improvements roadmap for team to execute. Included CMS, meta content changes, & site speed improvements

Software Engineer *(React/Go/PSQL)*

JUNE 2019 - DEC 2019

- Full-stack engineer on Buyer team; used React + Redux on Typescript & Go + Postgres to build products customers love
- Built Shift's first "buy online" purchase channel, letting customers purchase without a test drive. Became 10% of all sales, worth millions in revenue after launch. Grew 10x YoY to tens of millions in revenue, 25% of all sales as of 2021
- Built optimizer to assign employees to highest value appointment types based on past performance; increased test drive purchase rate by 3%. Used constraint programming via OR-Tools to optimize. Created Airflow task to compile performance data

Pandora Radio

Pandora was the largest music streaming service in the United States. As a mobile engineer, I worked on the iOS app's monetization.

Senior Software Engineer Software Engineer

APR 2019 - JUNE 2019

JUNE 2017 - APR 2019

PROJECTS

InstantCustom, LLC (2017)

- Founded and built InstantCustom web platform that allowed online sellers to drop ship customized goods made by us
- Built web platform in Ruby on Rails using Spree and Postgres, hosted on Heroku. Built internal web-based fulfillment tool using Python Flask web server. Stored image uploads in AWS s3, processed images post-upload with AWS Lambda

Freelance Mobile Engineer (2010 - 2019)

EDUCATION

University of California, Irvine, B.S., Computer Science

LANGUAGES/LIBRARIES

Typescript

Node.js

Javascript

React

Python

HTML

CSS & SASS

SQL

Redux

TECHNICAL SKILLS

Full-stack web development

Amazon AWS

Git

AB Testing

REST API web services

Product experimentation &
Feature flagging

Product Analytics & Analysis

SKILLS

Leadership

Engineering Management

Team Building

Engineering Mentorship &
Career Growth

Partnership with Product &
Design

Cross-functional
Collaboration

Roadmapping

Goal/Metric Setting

Customer-Focused
Development

Project Management