

SUMMARY

I am a full-stack **software engineer at heart** focusing on using my **technical leadership & management** expertise to create strong teams and impactful software. My keen business acumen coupled with my customer & product facing experiences make me a valuable asset in any **product engineering** organisation. Although my latest experiences have been geared towards engineering management & leadership, I love coding and I have continuously been heavily involved in architecture/system designs throughout my roles at Yieldify.




Guillaume Lebedel

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EXPERTISE

Software Architecture

Engineering Management

Full-stack Development

Typescript

AWS

Git

React

Postgres

Snowflake

GCP / Firebase

Fastly / VCL

Data Analysis

Digital Marketing

Pre Sales

LANGUAGES

 English (Professional)

 French (Native)

INTERESTS

 Blockchain / Web3

 Cooking

 VR

 Traveling

EXPERIENCES

Yieldify - VP of Engineering - London 2020-Present

Yieldify is using science & technology to advance the human connection between brands & their customers by making advanced personalized digital experiences easy for more than 1000 e-commerce businesses. The Yieldify Conversion Platform has rendered more than 13 billion experiences to ~600M shoppers which have generated \$2B+ in incremental revenue for Yieldify's customers.

- **Responsible for Engineering Delivery** (6 teams / 20+ engineers). including the creation, maintenance & enforcement of engineering processes & policies that ensure we consistently ship high quality & innovative products.
- Responsible for **IT and infrastructure security & compliance**. Lead the rollout of internal security training for engineers and the wider organisation as well as the implementation of best practices around hardware & software security.
- **Manage a Yearly budget of 7 figures**, ensuring it is used where it's most impactful to the business, advocating for the direction and use of engineering & IT resources to both CEO & the board.
- **Direct a global Technical Support organisation** comprised of 2 teams/~20 people across 10 countries. These teams ensure we can deliver advanced personalization experiences across the most technically challenging websites and prototype MVPs to help direct the long term direction of the product.
- **Contribute & validate key system designs and infrastructure decisions** (from scalable back-end designs to CI/CD pipelines)

Engineering Management/Leadership System Design / Architecture Data analysis / BI Security Typescript Node.js React

AWS

Yieldify - Solutions Engineering Lead - London 2019-2020

- Led a team of 5 Solutions Engineer creating MVPs & developing new integrations ensuring renewal of several 6 figure deals
- Trained and upskilled a team of junior front-end engineers developing one-time solutions into a team able to deploy scalable full-stack applications & develop features in collaboration with other engineering teams

Typescript NodeJS Rest API React Redux AWS Firebase Postgres

Yieldify - Software Engineer - London 2018-2019

- Full-stack software engineering using typescript to optimize the performance of our Javascript Tag and release reliable features powering the personalization capabilities of hundreds of e-commerce sites
- Lead the development of our newest "anchored" format of campaigns ("tracking and embedding content around existing website elements)
- Increased global availability of the dynamically generated Yieldify Tag/Pixel by lowering loading times by up to 20x through the use of key-value store, Lambdas & Fastly (CDN)

Typescript NodeJS Rest API React Redux Fastly / VCL AWS (S3, SQS/SNS, Lambda, DynamoDB) Docker

Upper.ai - CTO & Co-founder - London 2017-2018

At Upper.ai, we used data to improve the user experience of our customers' products thanks to our AI data analyst. Upper empowers digital markets and product owners to easily make data-driven decisions via its proprietary knowledge graph & natural language querying.

Account Management Sales Lean Delivery Web Analytics Implementation Rest API Vuejs Firebase

Google Compute Engine Node Express MongoDB

Leanconvert - Software Engineer - London

2016 - 2017

Leanconvert is a digital agency and software provider leveraging A/B testing best practices to improve the digital customer experience of some of the largest retailers and gaming brands. I developed custom solutions involving back-end & front-end web technologies to deliver A/B tested product features on client sites and designed software solutions to implement our Lean methodology effectively across all our customers.

Web Analytics (Integration/Implementation) Front-end (HTML/CSS/JS) React Backbone Python Node Firebase
MongoDB Account Management Lean Delivery

Oracle Marketing Cloud - Developer - London

2015 - 2016

Joined Maxymiser as Solutions Engineer where I supported major brands (Amex, Avis, Accor...) with front-end development through A/B tested front-end development and ran client-facing training & dev workshops. After the acquisition by Oracle, I moved to a developer role where I created internal tools using Python & React and acted as a sales engineer to help close new deals across both EMEA & APAC.

Front-end (HTML/CSS/JS) AngularJS ReactJS React Backbone Python Node Sales Account Management

Danske Commodities - Trading Analyst - Aarhus (Denmark) & London

2014

Responsible for the UK gas & power analysis. Through our proprietary models, we generated better demand and supply forecasting resulting in better price analysis than energy companies 100x our size resulting in significant daily profits through the daily & weekly actions as well as quarterly spreads.

C# .NET VBA MS SQL Data Science Bloomberg terminal Project Management Commodity markets
Fundamental analysis Risk Analysis

Axpo - Trading IT Analyst - London

2013

I was in charge of maintaining and growing the Natural Gas analysis for the head of UK trading, including maintaining scrapers and developing statistical models to predict supply & demand across Europe

C# .NET VBA MS SQL Data Science Commodity markets Fundamental analysis Bloomberg terminal
Reuters terminal

EDUCATION

MSc in Computer Science - EPITECH (France)

2008 - 2013

Leading educational institution transforming computer science passion into expertise in France. Teachings were projects based.

Primary focus on Project Management, Imperative Programming (in C), OOP (C++, Java), Scripting (PHP), Web Programming & Web Security

Postgraduate year abroad - CSULB (Long Beach, US)

2012

Studied computer engineering for 1 year abroad at CSLUB as part of EPITECH's master's degree program. Took courses on Game programming (in Java), Computer Graphics (C++), User interface (Mobile focused - Android), 3D Animation (using Maya) & Macro Economics

The Analytics Edge (MOOC) - Edx - MITx

2015

Learnt to use R and specific Machine Learning/Statistical models (Linear & logistic Regressions, CART, clustering) to analyze data sets and create prediction models for real-world problems.