# Jonathan Simon

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Seasoned engineering leader with a successful track record of delivering business critical products across a broad range of industries, companies, and technologies. Deep experience in mobile and consumer products in the financial and outdoor spaces. Exceptional ability to recruit and inspire engineering teams to deliver business defining results.

## MANAGEMENT SUCCESS

Personally recruited, hired, and retained the core engineering team at AllTrails in the current extremely competitive hiring climate, with the budget limitations of an underfunded startup.

Lead the mission critical mobile team at Firethorn Mobile combining local, remote, and offshore resources to build the mobile banking app acquired by Qualcomm for $211 million.

Lead architecture for a team of 50 engineers who built an award winning mobile gift card management platform.

Engineers and interns I managed have gone on to senior engineering/management roles at Google, GitHub, Instacart, IBM, and Cisco; they also lecture, teach, write books and are major open source project committers.

## TECHNICAL SUCCESS

Developed ⅓ of the #1 outdoors app AllTrails across Android, iOS and web, while tactically managing the team, and strategically directing the business.

In 3 months in 2007, personally developed a business critical feature phone framework and mobile banking app for Firethorn Mobile to bring the first bank agnostic mobile app to the US market years before iOS or Android.

At 25 years old, wrote a chapter for Enterprise Integration Patterns (Addison Wesley) detailing lessons learned on the first trading platform I built. The book is still a #1 Best Seller on Amazon 12 years after it was published.

## BUSINESS SUCCESS

Joined a mobile centric startup with a problematic mobile client. Quickly designed and built a new app from the ground up, resulting in multiple banks signing up and a strategic partnership with AT&T including billboard advertisements highlighting the user experience. Sold to Qualcomm for $211 million.

Built AllTrails from the ground up, a consistently top ranked, top grossing outdoors app featured by Google and Apple over 700 times. Lead the company from zero to millions of dollars in revenue through paid subscriptions.

## PROFESSIONAL EXPERIENCE

### AllTrails.com — CTO

2011-2016

AllTrails helps people discover, plan and share outdoor recreation. I was a key member of the organization involved in all aspects of building and growing the company for 5 years.

- **Developed and supported** a platform for nearly **10 million users** across web, iOS and Android with a core team of only **6 engineers**
- **Ran all operations** from planning through execution, testing, release, and monitoring
- **Recruited, mentored and managed** top individual contributor engineers in an underfunded environment
- **Core individual contributor** on all major platforms in the stack — Ruby on Rails, DevOps (Ansible + AWS), Android and iOS
- Ran all **production support and DevOps**
- Actively **leveraged metrics and usage stats** across products (Localytics, Crashlytics, Google Analytics, Chartio)
- Architected and lead the development of a **truly offline first mobile experience** and supporting API
- Supported **cross platform payment processing** on web and mobile including in app purchase on iOS and Android
- Mobile apps with over **2 million installs between iOS and Android** with a **3.9% rating and >7000 reviews**, combined **>99.5 crash-free users on both platforms**
- **Worked closely with partners** including Google, Apple, Samsung and National Geographic

## Firethorn Mobile (a Qualcomm company) — *Lead Architect*

2009 - 2011

After the Qualcomm acquisition of Firethorn Mobile, **lead the architecture for an award winning gift card management platform** (an Apple Passport type predecessor) allowing users to import and exchange retail gift cards through a mobile only experience.

- **Designed and implemented a documentation process** to communicate design of a very large and complex app. Facilitated process between UX, engineering, QA, stakeholders, as well as PR/Marketing.
- Regularly **presented architectural direction to the senior leadership team**
- **Estimated large-scale initiatives** for strategic decision making
- **Broke down large-scale initiatives** into schedulable, deliverable features and enhancements
- **Ensured architectural vision was implemented** by all teams across platforms and locations

## Firethorn Mobile (acquired by Qualcomm) — *Client Team Lead, Lead Architect, Early Employee*

2006 - 2009

Employee #17 at Firethorn Mobile. Developed the first bank agnostic mobile wallet for the U.S. market. **Firethorn Mobile was acquired by Qualcomm for $211 million in late 2007.** Mobile client lead, architect, manager and first mobile individual contributor.

- **Managed a 10+ member team** including engineers, QA, and product - including local, remote, and offshore team members
- **Managed remote employees**, as well as an **extensive offshore** team
- **Worked closely with partners** (manufacturers and carriers) with pre-release devices devices to ensure products worked at device launch
- **Managed approval process between** financial institution customers, carrier partners, device manufacturers, while still upholding a first rate end-user experience
- Single handedly **developed a J2ME based UI Framework from the ground up** (font support, layout managers, components, etc), then lead a team to enhance it
- **Implemented the build and release process** supporting hundreds of different feature phones, smart phones and Blackberry devices across carriers

**Merrill Lynch** — *Client Team Lead, Interaction Designer, Architect*

2003 - 2006

Designed and built an in house Repo bond trading system to replace a legacy system that was increasingly difficult to maintain. Worked with traders in NYC and London, business analysts, and other product teams to define the new system scope, design the UX, hire a team of engineers, and build the new system allowing the bank to retire the legacy system.

**Liquidnet** — *Product Manager*

2003

Liquidnet created a peer-to-peer platform for buy side traders to execute large block stock trades with each other without moving the market during the trade. Facilitated a working group of business analysts and engineers to design and prototype enhancements to the platform. Conducted on-site usability tests in NYC, Boston, and Chicago of platform enhancements in a tight iteration loop ensuring new features improved the trading experience.

**J.P. Morgan** — *Front End Engineer*

2000 - 2003

Developed a desktop bond pricing system allowing traders to price every bond in several-thousand bond portfolios with just a few clicks. Learned some hard lessons on architecting high throughput financial systems. Published those lessons as a case study in [Enterprise Integration Patterns](#) published by Addison Wesley.

### ADDITIONAL EXPERIENCE

**Author and Speaker**

Respected author with publications by Addison Wesley, O'Reilly, JavaWorld, java.net and IBM. Invited lecturer at conferences including JavaOne and AndroidOpen as well as universities including Carnegie Mellon and NYU.

**Ballista Securities** — *Advisor and Consultant*

2007 - 2009

Designed and built the desktop application for an Alternative Trading System specializing in execution of large block, multi-direction, and multi-instrument contracts. **The innovative user experience I designed was a key factor in Ballista's acquisition by InterContinental Exchange.**

**CollabNet** — *Community Manager*

2006

Managed the online community for Sun's Grid Engine, an early cloud computing platform predating Amazon AWS. Wrote help articles, highlighted interesting projects, and managed several forums.

### EDUCATION

**Oberlin College and Conservatory of Music,** Oberlin, OH — *B.M. Percussion performance & B.M. TIMARA (Technology In Music and Related Arts)*

2000