

E. Charles Greb

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[linkedin.com/in/ecgreb](https://www.linkedin.com/in/ecgreb)

- Engineering leader with 6+ years management experience and a background in mobile software development
- Experience building and scaling consumer apps and SDKs as well as backend APIs and services to power them
- History of hiring and managing high performing cross-functional teams including Android, iOS, web, backend & QA
- Proponent clean code, unit testing, open source, and agile methodology
- International conference speaker, blogger, and community organizer

Professional Experience

Sr. Engineering Manager, Mobile & QA

May 2017 - February 2020

Button

New York, NY

- Managed team building a suite of tools and native mobile SDKs for a cost per action partnership network
- Recruited and led cross-functional distributed team of 9 engineers including Android, iOS, web, backend & QA
- Provided onsite technical support for strategic partnership discussions and integrations
- Developed and tracked team KPIs in conjunction with product and leadership teams to measure success
 - Scaled monthly active users (MAUs) on the platform by 350%
 - Helped grow gross merchant sales (GMS) and company gross revenue by 750%
 - Increased conversion rate over native Safari/Chrome with custom in-app commerce browser by 10%

Mobile Engineering Manager

January 2014 - May 2017

Mapzen (Samsung)

New York, NY

- Managed team building a suite of open source tools, libraries, and SDKs for mapping and location-based apps
- Recruited and managed mobile development team of three native engineers across Android & iOS
- Supported strategic partnership discussions with internal Samsung teams and external organizations

Mobile Platform Architect

April 2013 - December 2013

AWeber

Chalfont, PA

- Led engineering team building Android and iOS apps for a small business email marketing platform
- Provided mentorship to junior engineers and led company-wide software development process improvements

Lead Mobile Developer

February 2012 - March 2013

HowAboutWe

New York, NY

- Created a unique experience-based dating app with over 1.7 million users worldwide
- Improved software development processes across the company including unit testing and agile workflow

Senior Mobile Engineer

February 2011 - February 2012

The Meet Group

New Hope, PA

- Developed features using in-app payments to drive engagement and monetization of MeetMe for Android
- Achieved 10+ million installs and became a Top 10 Social (Free) and Top 50 grossing app in Google Play

Software Engineer

January 2009 - February 2011

Comcast Interactive Media

Philadelphia, PA

- Contributed to cross-platform multimedia apps for mobile and web using Java, Python, and PHP
- Led project to develop the company's first ever media streaming Android tablet app featured at CES 2011

Small Business Owner

August 2001 - December 2008

Boté Foté Drumworks

Philadelphia, PA

- Founded a small business specializing in online sales of traditional West African musical instruments
- Built a custom ecommerce website and managed an international supply chain of vendors and contractors

Software Engineer

August 2000 - August 2001

Teradyne

Boston, MA

- Developed infrastructure for semiconductor Automated Test Equipment using C, Solaris, and VxWorks

Other Experience

Founder & Co-Organizer

April 2018 - present

Google Developer Group (GDG) Ratoma

Conakry, Guinea

- Founder and co-organizer of GDG chapter in Guinea, West Africa to promote technology education
- Organized two international developer conferences including DevFest Conakry 2018 and DevFest Conakry 2019
- Delivered conference keynote, taught hands-on codelabs, and participated in Q&A panel discussions
 - 1600+ members
 - 500+ participants at DevFest Conakry 2019
 - 250+ participants at DevFest Conakry 2018

Co-Organizer

May 2011 - May 2017

Google Developer Group (GDG) Philadelphia

Philadelphia, PA

- Founding member and co-organizer of Philadelphia GDG chapter to promote technology education
- Organized meetups and events including venue, speakers, and logistics
 - 1,800+ members

Education

The Pennsylvania State University

B.S. Computer Science

Engineering Leadership Development Minor

Skills & Languages

**Team Management • Strategic Hiring • Technology Roadmap • Mobile Engineering • Kotlin • Swift • API Design
New Product Development • Open Source • Testing Infrastructure • Quality Assurance • Agile Methodology**

Intermediate (B1) French Language Proficiency