

# DANIEL WINTER

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## TECHNOLOGY LEADER · EXECUTIVE & HANDS-ON

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CTO · VP Engineering/Technology · Software Architect · Co-founder  
Remote & On-site Team Leadership · 360° Product Development  
Accelerator-funded · Business-aligned · Innovator · Mentor

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### Experience:

#### **CTO & Co-founder**

October 2019 - November 2020

**Salusion** · New York, NY

*Easy-to-use app helps people lower their cost of health care.*

- Created the company's technology and led engineering team:
  - Delivered MVP in April 2020 (available to partners and advisers).
  - Launched product in August 2020 (direct-to-consumer).
  - Introduced broker portal in September 2020 (in time for open enrollment).
- Graduated Entrepreneurs Roundtable Accelerator (Jan-May 2020):
  - Mentored and guided by veteran investors and industry experts.
  - Received \$100k seed funding.
- Reduced cost of development by over 50% by writing low-maintenance code, providing quality documentation, and empowering junior engineers.

*JavaScript · Node.js · React · Koa · MySQL · Stripe · Concourse CI · AWS EC2-S3-RDS-SES*

#### **CEO & Founder**

January 2017 - December 2019

**cloudecho** · New York, NY

*Supporting entrepreneurship with a full-service product platform.*

- Worked with early-stage founders to generate prototypes and MVPs without writing code, reducing development time by 50% or more.
- Joined forces with marketing firm specializing in small business. Built suite of services and tools for SMB online presence, automating processes and increasing profitability for the firm.
- Developed applications for global camera manufacturer, resulting in added sales and stronger distributor engagement.

*JavaScript · Node.js · Angular · Koa · MySQL · Stripe · AWS EC2-S3-RDS*

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**Director of Engineering**

May 2016 - November 2016

**SureDone** · New York, NY

*Real-time product & inventory sync across online marketplaces.*

- Redesigned core systems, eliminating data loss during sync (previously #1 issue) and greatly improving overall stability and scalability.
- Introduced agile principles (standups, sprints, retros), increasing team efficiency and enabling rapid learning of new technologies.

*JavaScript · Node.js · MySQL · AWS EC2·S3·RDS·SQS*

**Engineering Lead**

January 2014 - May 2016

**LivIntent** · New York, NY

*Actionable insights for advertisers and publishers at scale.*

- Rebuilt the analysis/forecasting engine, improving speed performance 10x.
- "Provided critical leadership in mentoring and reviewing others' code"  
-- David Wright, Chief Architect
- Initiated series of cross-team discussions about process and communication. Helped uncover and resolve a number of issues, improving multiple teams' velocities with immediate effect.

*JavaScript · Node.js · Java · MySQL · PostgreSQL · AWS EC2·S3·RDS·Redshift*

**CTO & Co-founder**

September 2011 - December 2013

**WICotv** · Valley Cottage, NY

*Community-driven media & advertising platform for out-of-home display networks.*

- Developed demographic targeting, mobile interaction, and content production tools for narrowcast (local) distribution.
- Built cooperative relationships with business, government, and community organizations, gaining clients, advocates, and opportunities.

**CEO & Founder**

September 2002 - April 2012

**Axio Group** · New York, NY

*Innovative solutions for a diverse business clientele.*

- Architected communication platform for global pharmaceutical company.
- Created cloud backup service, securing evergreen contracts through networking and business groups. Migrated users to other services in 2012.
- Designed interactive exhibits for relaunch of leading New York museum.

*Education:*

**Bachelor of Science · Computer Science** · 2002

The Academic College of Tel Aviv-Yaffo · Tel Aviv, Israel