New York, NY
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Tom Depplito

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Professional Summary

Business-minded engineering leader with over 13 years of experience in ad tech, including more than 7 years in management roles. Built and led multiple cross-functional engineering teams, including back-end, front-end, devops, data engineering, data science, and machine learning disciplines. Proven track record of architecting scalable, mission-critical systems that handle millions of requests per minute, significantly contributing to two successful exits.

Work Experience

Jun Group/HyprMX (acquired by Advantage Solutions in 2018, Verve in 2024)   Jun 2014 – Present
New York, NY

Vice President of Data and Machine Learning   Jan 2022 – Present
- Founded and grew data team from a single engineer to a 7 person team composed of machine learning engineers, data engineers, data scientists, and full-stack software engineers
- Launched audience targeting service to ingest and store audience segments for billions of users, reducing ad server latency by over 10%
- Spearheaded adoption of Generative AI by integrating LLMs into internal workflows for social media sentiment analysis and web content categorization to increase user ad engagement
- Technologies: Elixir/Phoenix, Python, Airflow, BigQuery, AWS RDS (MySQL/Postgres), S3, SQS, Elastic Container Service, Fargate, Ray.io

Associate Vice President of Software Development   Jan 2020 – Jan 2022
- Scaled Jun Group's ad server to over 1MM requests per minute, maintaining a P99 response time below 200ms
- Launched Vera, a machine learning platform responsible for optimizing delivery across all of Jun Group's ad campaigns
- Led cloud cost reduction initiatives on AWS and GCP, consistently decreasing expenses through architecture changes and committed use discounts
- Led technical due diligence for M&A activities, influencing decisions on acquisitions worth over $50 million
- Ensured SOX compliance by developing systems for revenue recognition and participating in audits
- Technologies: JRuby on Rails, Vue.js, Node.js, GraphQL, AWS RDS (MySQL/Postgres), ElastiCache (Redis), Elastic Beanstalk, S3, SQS, SNS, TFX

Director of Server Software Development   Jan 2019 – Jan 2020
- Expanded team from 4 to 9 engineers, overhauling hiring and onboarding; promoted 2 engineers to senior roles
- Launched Managed+, a B2B SAAS application adopted by hundreds of web publishers, driving tens of millions of page views per day
- Maintained 99.9% uptime for all applications by implementing a multi-tier on-call rotation using PagerDuty and integrated monitoring tools
- Technologies: JRuby on Rails, Vue.js, Node.js, GraphQL, AWS RDS (MySQL), ElastiCache (Redis), Elastic Beanstalk, S3, SQS, SNS

Software Architect   Jun 2017 – Jan 2019
- Led team of 2 engineers developing a streaming ETL framework to process over 15,000 messages per second
- Migrated all business critical analytics workloads from MySQL to BigQuery, reducing query times by as much as 1000%
- Developed systems to maintain compliance with current and future data privacy laws including COPPA, GDPR, and CCPA
- Technologies: Java, Apache Beam, JRuby on Rails, AWS RDS (MySQL), Google Dataflow, Pub/Sub, BigQuery

Senior Software Developer   Jun 2014 – Jun 2017
- Architected and developed web app for HyprMediate, a rewarded video ad mediation platform integrated into over 100 of the most popular Android and iOS apps
- Collaborated with 1 full-stack engineer, 2 mobile engineers, QA, Product, and Business Development teams to successfully launch HyprMediate, and onboard initial partners
- Mentored and provided code review for junior engineers
- Technologies: Scala, Play, AngularJS, Postgres, Heroku

Tapjoy   **Sep 2012 – Apr 2014**
San Francisco, CA

Software Engineer   **Sep 2012 - Apr 2014**
- Developed a risk management framework using Ruby that blocked over $1MM in ad fraud
- Supported Tapjoy's entry into the Asia-Pacific market by rewriting payment processing logic to support third-party app stores and fractional penny transactions
- Responsible for responding to operational incidents and other high priority issues affecting production services as a member of Tapjoy's SWAT team
- Technologies: Ruby on Rails, MySQL, Riak, Redis, EC2

Electrical Engineering Career   **May 2010 – Jun 2012**

Education

University of Delaware   **Graduated Jan 2010**
- **Bachelor, Electrical Engineering**