Chris Gerber

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Founder, Conditional Code

Jun 2018 - Present

Software and technology company providing frontend, backend, and data services.

Block

Jul 2022 - Oct 2022

● Deployed backend media management, workout, and player services and technologies for their marketing and internal studio sites.

Akazoo

Aug 2020

● Analyzed and reported on their internal platform's architecture written in c and c++ prior to their acquisition with Modern Media.

Players Tribune

May 2019 - Dec 2019

● Designed and deployed data pipelines for sports games and player metrics, and mobile and social consumer insights using GCP technologies.

Founder, Kinesis

Jun 2018 - Present

Establishing tools and technologies within c/c++ for strategic real time data processing and trade execution for the U.S. Equities market.

● Defined GCC preprocessor frameworks and tools for compiling data processing graphs to C17 with support for threading domains.
● Established C17 language frameworks providing data structures, tools, and technologies for multithreaded environments to speed application development.
● Implemented streaming L1 & L2 data tapes from Alpaca, IBKR, Nanex, and Polygon.
● Implementing multiple strategies against real time data streams for automated trade notifications.
● Implementing automated value training and tuning for strategy optimization and risk management.

- Implementing multiple exchanges for automated strategy execution from Ameritrade, Alpaca, and IBKR.

Sr. Director, Blockchain, NEWJ

Jul 2021 - Apr 2022

Principal engineer for blockchain and platform technologies for the acquisition, analysis, automated distribution, and user gratification for written content ingested from over 40 international content sources polled every minute to personalized user's feeds.

- Worked alongside a team of remote frontend and backend engineers across PST, EST, and IST.
- Developed and deployed private blockchain technologies supporting user gratification in the form of direct transfers and licensable NFT's.
- Developed and deployed microservices and distributed tasks within GKE for content ingest, analysis, management, and distribution.
- Worked with the CTO, VP of Engineering, and Product Lead, to establish user personalization and gratification algorithms for the platform and private chain.

Chief Data Architect, Group Nine Media

Jan 2017 - May 2018

Lead data science and data engineering at the establishment of Group Nine Media as a holding company for NowThis and three other leading digital brands to expand existing technologies for deeper insights within our digital audiences and ad sales across social.

- Worked with and managed remote data science and data engineering teams with PhDs in machine learning, mathematics, and computer science throughout eastern Europe.
- Established frameworks for testing hypotheses, building prototypes, and identifying meaningful impacts within the business for continued content growth, optimization and distribution.
- Developed and deployed tools and technologies within GCP and AWS for our data pipelines and insights engine with security policies to ensure proper handling of our Personally Identifiable Information for distribution and integration with third party vendors.
- Worked side by side with the CTO, SVP of Product, and key stakeholders to design and develop data workflows and strategies for audience and ad sales insights across our socially distributed landscape.

SVP Engineering, NowThis

Jul 2014 - Jan 2017

Lead technology when Cliptamatic was acquired by NowThis to design, develop, and deploy new technologies intended to manage editorial workflow, publication and provide insights within audience consumption behaviors across a socially distributed landscape. Helped grow and

manage the team with the SVP of Product, from a small startup to multiple teams globally, composed of senior engineers across platform, desktop, web, android, ios, ops, and data science.

- Jointly scaled and managed a fully remote engineering team from 4 to 30 over the course of five months, preserving team integrity and efficiency while establishing the technical culture.
- Jointly implemented tools and processes for project and program management spanning backend, frontend, data science, and mobile efforts across time zones to optimize communication and development and deployment of technology.
- Established deployment systems and strategies for major, minor, and patch releases across all desktop and mobile products and implemented processes and technologies to maximize uptime through automation, failover, and monitoring for all services, systems, and applications.
- Worked side by side with SVP of Product and key stakeholders to bring products to the newsroom for optimized content creation, distribution, and insights.
- Jointly Presented and optimized engineering goals and achievements to the board of directors during strategic quarterly meetups with the SVP of Product.

Chief Technology Officer & Co-founder, Cliptamatic

Jan 2013 - Jun 2014

Co-founded as a spin off from GorillaSpot Media we designed, developed, and deployed technologies for real time digital video curation, editing, and syndication to Facebook, Twitter, and web presences from multiple broadcast sources. Established and managed multiple teams in Argentina and India to accelerate development and scale with our clients which included and was not limited to, AMC, FX, and NBCUniversal.

Chief Technology Officer, GorillaSpot Media

Dec 2012 - Jul 2013

Worked to design and develop technologies for real time video editing on the web as a mashup platform for users to share their creations to Facebook, Twitter, and client web properties. Established and grew a small team focused on delivering to clients including but not limited to, 20th Century Fox, Paramount Pictures, and Sony Pictures.

Principal Software Engineer, GorillaSpot Media

Jul 2010 - Dec 2012

Designed and developed core technologies for a realtime video mashup platform for users to share their creations to Facebook, Twitter, and client web properties.

Principal Software Engineer, GestureWorks by Ideum

Jan 2009 - Jul 2010

Designed and developed core technologies for large scale multi touch interfaces with custom hardware and software solutions that support advanced gesture analysis and application interactions. Was awarded the Solution Innovation Award in November 2010 for implementation of processes for combining hardware and software solutions for gesture recognition and complex application interactions within large scale devices and platforms.

Senior Software Engineer, Ideum

Oct 2006 - Jul 2010

Developed numerous applications for institutions and informal education, working with the National Science Foundation to fund initiatives to teach through digital mediums.