Stefano Tomasello

Engineering leadership. Still hands-on.

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Professional summary

Engineering leader with more than 20 years across SaaS and agencies, alongside independent product work. Connect business priorities to technical decisions and help teams deliver, with hands-on experience in web platforms and native applications, including the systems connecting them.

Coach engineers and delegate responsibility so they can take technical ownership. Build AI-assisted workflows with defined scope and independent review before controlled releases. Plan around the customer's problem and the team's capacity, including the work needed to maintain what ships.

JumpCloud

`September 2020—present • Website Manager`

Lead web engineering and conversion rate optimization for JumpCloud.com. Partner with Marketing, Product, Engineering, Security, Data and Revenue Operations on platform direction and delivery.

Team leadership and platform delivery

- Set roadmaps and quarterly priorities that balance growth experiments with modernization, security and reliability. Match scope to team capacity, with technical debt included in planning.
- Coach engineers and support career planning. Delegate technical refinement and delivery as engineers take on more ownership.
- Delivered Pardot-to-Marketo integration and Vue modernization, coordinating with other teams on consent requirements and testing before release. Directed observability and maintenance work, including event-collection audits.

Automation, measurement and experimentation

- Built and introduced TIbot in Slack and Jira, connecting intake with refinement and sprint-planning support. It checks for duplicates and protects updates, with approvals to preserve decisions people have already made.
- Automated scheduled WordPress content reports using bounded queries and duplicate checks. Used repeatable reporting windows and added health diagnostics for troubleshooting.
- Built PageInsights to examine aggregate page behavior and form friction. Added permissions and retention controls, with collection disabled by default. Validated installation and health checks in isolated WordPress. Staging and production still need separate validation.
- Developed a business case and working prototype for AI-powered site search. Evaluated whether to build or buy first-party experimentation, with a technical spike covering measurement and consent, caching and performance.
- Created a marketing AI toolkit and a framework for moving prototypes toward production. The framework covers privacy and accessibility, along with ownership and support. Co-organized and hosted a generative AI ideathon in 2023.

AI-assisted delivery

Developed reusable workflows in independent product work, then adapted them for team delivery. Carry discovery and planning through implementation and testing, with security review before release.

- Coordinate specialist agents around defined tasks and file ownership, with checkpoints as work progresses. Require completion evidence and independent review before work advances.
- Choose models according to task requirements and cost. Use execution reviews and human feedback to refine reusable instructions.
- Developing Agent Workflow Learning, a framework that compares instruction changes with baseline behavior before adoption or rollback.

Selected engineering projects

Independent product and consulting work covering product direction and architecture, with implementation through release.

PolyshOS

Built PolyshOS around shared appointment data, connecting staff workflows with public booking and availability. Delivered production web and API releases, plus the background worker, using Next.js with Fastify and PostgreSQL. Native SwiftUI clients remain in internal testing.

Bilt:Spec

Built vehicle profiles and build histories, with QR sharing and event workflows across web and native clients. Delivered production web releases and internal TestFlight builds using React and React Native with a PHP/MySQL API.

CrossPost

Delivered an invitation-access web application for reviewed Instagram-to-TikTok media transfers. Built OAuth connections and media preparation, including uploads and diagnostics. Track inbox delivery separately from publication. Live end-to-end posting still needs validation.

Mumbl

Built local-first dictation for macOS and iOS in Swift and SwiftUI. Connected speech recognition to dictionary correction and insertion into the focused app, with bounded cleanup and fallbacks. Delivered notarized macOS releases and internal iOS TestFlight builds.

Search, scheduling and client systems

- House of Destiny: delivered a WordPress search beta combining embeddings, Supabase vector retrieval and keyword matching, with summaries grounded in source material. Main-site migration remains unverified.
- Relatable: developed a separate WordPress search plugin with local vectors, hybrid ranking and grounded responses.
- Calendar scheduling: delivered live Google Calendar and iCloud integration. Built time zone handling and buffer rules into booking, with locking and conflict rechecks. Reconciliation handles uncertain provider responses.
- MISMO: developed a Shopify storefront with reusable content blocks and booking paths. Prepared migration and redirects for preview and separate publication.
- Earlier projects include WordPress multisite and forum migration tools for BWW Media Group. Also built Android endurance tracking for DueNorth Tracking and ScatterBrain, an independent iOS note app.

Earlier professional experience

Peaksware / TrainingPeaks

`Senior Software Engineer / Full Stack Developer • February 2019–September 2020`

- Refactored the content API using AWS Lambda with Node.js and GraphQL. Extended headless WordPress with React and Gatsby.
- Contributed reusable web components and added unit tests to delivery pipelines, along with end-to-end and API tests. Integrated Segment and Iterable, plus Workable.

Via Bicycle Cafe

`Owner / Operator • November 2014–December 2017`

Drumroll

`Senior Developer • August 2008–September 2014`

Led a small development team on client and internal projects. Worked with creative teams to build interactive websites and native iOS apps.

Additional experience

- Senior Technical / Interactive Developer, T3 · March 2005–August 2008
- Senior Interactive Developer, The Well Advertising · November 2003–March 2005
- Webmaster / Developer, Data Junction Corporation · May 2002–July 2003

Technical capabilities

AI and delivery: scoped agent workflows, MCP, Cursor, Codex, independent review, evaluation, embeddings, hybrid search and grounded generation.

Web and native: TypeScript, JavaScript, PHP, Swift, SwiftUI, React, React Native, Vue, Next.js, Node.js, WordPress, Shopify, PostgreSQL and MySQL.

Platform and quality: AWS, Supabase, CI/CD, automated tests, observability, accessibility, performance and deployment verification.

Marketing technology: conversion rate optimization, first-party analytics, experimentation, Marketo, Segment and consent-aware collection.