

Ariel Pérez

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SUMMARY

Product & Engineering leader. Entrepreneur. Systems thinker.

I build high-performing, adaptive organizations that deliver outsized business results. With 20+ years across startups, scale-ups, and Fortune 50s, I bridge product and technology to drive growth—accelerating release cadence, cutting lead times, creating products that matter, and saving millions in ops costs. I lead through systems thinking, autonomy, and clarity—building teams that scale and thrive.

EXPERIENCE

Tinybird

Head of Product & Technology (Nov '24 - Present, Madrid, ES)

Led the product and technology organization in building enterprise-grade data infrastructure that enables real-time analytics at scale while simplifying the developer experience.

- Transformed engineering culture through clear strategy and context, enabling autonomous teams to ship innovative solutions, including the industry's first hosted MCP server for LLM-ready real-time data and the Explorations natural language analytics UI..
- Accelerated innovation with adaptive cross-functional squads, shipping Tinybird Forward in under one quarter, then rapidly delivering Windows CLI support, automated CI/CD workflows, and a redesigned Quickstart that expanded developer reach.
- Improved platform stability by eliminating P0 incidents and reducing P1 incidents through the creation of a cross-product operations squad with rotating membership that drove architectural improvements, enhanced observability and monitoring, and CI/CD optimization.
- Drove architectural innovations that improved platform economics by 90% through compute-compute separation, reduced costs 40% through improved autoscaling, and achieved 5x ingestion performance improvement through performance optimizations.
- Pioneered AI-first product strategy with Tinybird MCP Server and Birdwatcher autonomous analytics agents, while implementing internal AI support that reduced ticket closure times by 80% and engineering interruptions by 70%.

Field CTO (Jul '24 - Present, Madrid, ES)

As Tinybird's first Field CTO, served as the technical bridge between the company and the market, working with global customers, prospects, partners, and internal teams to communicate complex real-time analytics solutions as tangible business value.

- Led DevRel and Sales Engineering teams, tripling technical content production while significantly increasing deal win rates.
- Implemented systematic deal win/loss reviews to accelerate learning across sales, shortening sales cycles by 30%.
- Drove prioritization of capabilities and features that directly led to closing of enterprise deals worth hundreds of thousands in ARR.
- Provided executive-level technical leadership in prospect engagements, freeing the CEO and CTO to focus on strategic initiatives.

Split Software

VP of Engineering - Measurement & Learning (Jun '22 - Jun '24, Berkeley Heights, NJ, US [Remote])

Led a high-performing engineering team in building real-time data pipelines, consuming over 100 GB of data per day from hundreds of customers.

- Reduced lead time for data-intensive features from 3 months to two weeks, increased product releases sixfold, enhanced deployment frequency tenfold, and decreased incidents to single-digits per quarter
- Re-platformed the big-data analytics infrastructure, migrating 100s of TBs of data to a real-time streaming data platform in under a year, saving over \$1.2M annually in licensing and operational costs, while accelerating innovation and delivery.
- Recognized and promoted team members to Director-level roles, fostered a culture of autonomy and self-organization, and closely collaborated with Product leadership to create a compelling long-term Product strategy, mission, and vision.

JP Morgan Chase & Co.

Head of Digital and Communications Platforms, Chase International Consumer Bank (Jan '22 - Jun '22, New York, NY, US)

Led the strategy and development of the native mobile and web platforms, graphql backend-for-frontends, and cross-channel communications platform, enabling product, marketing, and engineering teams to efficiently and effectively deliver Chase UK, the most engaging, reliable, secure, and performant digital banking experience in the market.

- Architected platform to facilitate bi-weekly releases of the mobile app on both Android and iOS platforms, enhancing product responsiveness and feature delivery speed.
- Recognized as 2022's Top 'breakout' financial app, highlighting the platform's innovative features and user engagement.
- Became the 6th most downloaded UK financial app within its first year.

Head of Marketing Technology, Chase International Consumer Bank (May '19 - December '21, London, EN, UK)

- Delivered a customer waitlist system that enabled rapid onboarding of tens of thousands of users—188% above target.
- Migrated chase.co.uk to a Jamstack architecture, cutting lead times from weeks to hours.
- Built and scaled a feature flagging & experimentation framework, accelerating and de-risking 100+ releases across platforms.
- Launched JPMC's first Customer Data Platform (CDP), enabling real-time behavioral insights for personalized marketing and app optimization.

- Centralized content ops, allowing a small team to ship hundreds of weekly updates across all channels.
- Built an automated comms platform that empowered product teams to independently launch personalized messaging via email, SMS, and push.

Head of Product & Engineering - Dark Canary Feature Flagging Platform, Chase Digital (Sep '17 - May '19, New York, NY, US)

- Conceived, built, and launched JPMC's first full-stack feature-flagging platform for progressively delivering features to Chase's 65MM+ active digital users.
- Built an autonomous, cross-functional team to take a scalable, cross-platform, user-friendly feature-flagging platform from concept to implementation in under 9 months.
- Trained hundreds of engineers and product owners across several geographies and domains in how to progressively deliver features with feature flags, enabling the Chase Online teams to move to trunk-based development.
- Enabled the concurrent progressive release of over 1,200 features on Chase Online and the Chase Mobile apps.

Head of Core Web Engineering and Solution Architecture - Online Banking, Chase Digital (Apr '17 - Dec '18, New York, NY, US)

Led expert teams responsible for shared components, platform-level non-functional requirements, hybrid web & native integrations, and solution architecture for Chase Online, the online banking portal for the largest bank in the US.

- Improved average page load time by 4.25 seconds by reducing JS bundle sizes through systematic identification and removal of redundant and obsolete code, and increasing cache hit rates.
- Introduced flyouts/slide-in panels as a new shared component for Chase Online, which quickly became the standard interaction pattern across the application.
- Improved the load times for embedded web views in the Chase Mobile app by an average of 1 second through removal of duplicate API calls, preloading required static assets, and parallelizing dependency loading on route changes.
- Reduced computational complexity by 50% across Chase Online, improving development velocity, even as the code base grew by 30%.

MSCLVR

Co-Founder/Chief Technology Officer (Jul '13 - Apr '17, New York, NY, US/Los Angeles, CA, US)

Empowered music content creators and marketers with a suite of tools that optimize the way that music content is promoted, shared, and monetized.

- Designed and developed an application that grew to tens of thousands of users with no marketing and only a 2-person team.
- Closed a partnership deal with TuneCore, the premier digital music distribution company with one of the largest music catalogs in the world, expanding our user base and increasing revenue opportunities.

Try the World

Chief Technology Officer (Oct '15 - Feb '17, New York, NY, US)

Led junior engineering team in building a robust, performant, service-oriented architecture on top of Shopify with Ember, NodeJS APIs, and Postgres on Heroku.

- Re-engineered subscription product management process reducing lead time for new product listings from days to minutes.
- Co-developed an optimization algorithm for allocating custom-tailored boxes of gourmet products to subscribers, improving customer satisfaction and operational efficiency.

Prior Roles

Various senior technical and leadership roles in e-commerce and financial services (2003 - 2015)

- **Birchbox** – **Senior Engineer**: Built and scaled core services; unified global e-commerce platforms.
- **JP Morgan Chase & Co.** – **Engineering Lead**: Modernized global brokerage trading platform.
- **Diving Tank Studios** – **Web Engineer**: Delivered client websites and design work across verticals.

EDUCATION

University of Pennsylvania

Computer & Cognitive Science (2000 - 2004, Philadelphia, PA, US)

Minor in Mathematics, Economics

ACHIEVEMENTS

Patent

US-10951740 (Granted 27 Aug '15)

System and Method for Testing Applications with a Load Tester and Testing Translator

COMPETENCIES

Cross-Functional Team Leadership, Operational Excellence, Organizational Design, Product Management & Strategy, Entrepreneurship, Budget Management, Vendor Procurement & Management, Distributed Systems, Big Data, Streaming Data, OLAP, Experimentation, Analytics. Cloud Computing, Enterprise Architecture