

# 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.

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## EXPERIENCE

### Adaptive Alchemy

**Founder, Technology & Product Strategy Lead / Fractional CTO-CPTO** (Nov '25 - Present, Madrid, ES)

Independent technology and product leadership as an embedded executive for startups, scale-ups, and investors.

- Serve as fractional CTO/CPTO for Series A–E companies and PE/VC-backed portfolios, owning architecture direction, execution model, and senior engineering decision-making.
- Lead technology and product strategy assessments for fundraising, M&A, and execution turnarounds; surface execution risk, organizational constraints, and architectural debt.
- Design and implement outcome-aligned operating models (velocity, modernization, AI-augmented delivery) that replace time-based consulting with measurable business impact.

### Tinybird

**Head of Product & Technology / Field CTO** (Jul '24 - Nov '25, Madrid, ES)

Owned product, engineering, and technical GTM for a real-time analytics platform serving enterprise and developer-first customers.

- Led product & engineering org delivering enterprise-grade real-time analytics and improved platform economics (compute separation, autoscaling), reducing costs ~40% and improving ingestion performance ~5x.
- Drove reliability and operations discipline by forming a cross-product ops squad; eliminated P0 incidents and materially reduced P1s via architecture, observability, and CI/CD improvements.
- Shipped major product initiatives through adaptive cross-functional squads (e.g., “Forward” launch in under a quarter), plus developer-experience wins (Windows CLI, CI/CD automation, Quickstart redesign).
- Pioneered AI-native capabilities (hosted MCP server, natural-language analytics UI, autonomous analytics agents) and built internal AI support, cutting ticket closure time ~80% and engineering interruptions ~70%.
- Served as technical bridge to market: led DevRel + Sales Engineering, increased technical content output ~3x, instituted win/loss reviews, shortened sales cycles ~30%, and influenced roadmap priorities that supported six-figure ARR enterprise closes.

### Split Software

**VP of Engineering - Measurement & Learning** (Jun '22 - Jun '24, NJ, US)

Led high-performing engineering teams building real-time data pipelines processing 100+ GB/day from hundreds of enterprise customers across Fortune 500s and highly-regulated enterprises.

- 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, NY, US)

Owned native mobile/web, GraphQL BFF, and cross-channel comms platforms powering Chase UK in FCA-regulated environment requiring SOX, PCI-DSS, and GDPR compliance.

- Enabled bi-weekly iOS/Android releases through platform architecture and operating model.
- Scaled Chase UK to a 2022 “breakout” app and #6 most-downloaded UK financial app in year one.

#### **Head of Marketing Technology, Chase International Consumer Bank** (May ‘19 - December ‘21, London, UK)

- Built growth and lifecycle platforms: waitlist/onboarding (188% above target), automated comms (email/SMS/push), and centralized content ops enabling hundreds of weekly updates.
- Launched JPMC’s first CDP and scaled experimentation/feature-flagging to de-risk 100+ releases across channels.
- Migrated [chase.co.uk](https://chase.co.uk) to Jamstack, cutting lead times from weeks to hours.

#### **Head of Product & Engineering - Dark Canary Feature Flagging Platform, Chase Digital** (Sep ‘17 - May ‘19, NY, US)

- Conceived and launched JPMC’s first full-stack feature-flagging platform serving 65M+ users; enabled 1,200+ concurrent progressive releases across web and mobile.
- Built an autonomous cross-functional team to deliver the platform in <9 months; trained hundreds of engineers/product owners and accelerated adoption of trunk-based delivery.

#### **Head of Core Web Engineering and Solution Architecture - Online Banking, Chase Digital** (Apr ‘17 - Dec ‘18, NY, US)

Led core web platform engineering and solution architecture for Chase Online.

- Cut average page load time by 4.25s via bundle reduction and caching improvements; improved embedded mobile webview load times by ~1s.
- Reduced computational complexity ~50% while the codebase grew ~30%, improving delivery velocity; introduced flyouts/slide-in panels as a shared UI pattern.

### **MSCLVR**

#### **Co-Founder/Chief Technology Officer** (Jul ‘13 - Apr ‘17, NY, US / 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, 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 wealth management brokerage trading platform.
- **[Diving Tank Studios](#) – Web Engineer:** Delivered client websites and design work across verticals.

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## **EDUCATION**

### **University of Pennsylvania**

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

Minor in Mathematics, Economics

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## **ACHIEVEMENTS**

### **Patent**

#### **US-10951740** (Granted 27 Aug ‘15)

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