Joseph Gefroh

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Hands-on leader with 12+ years of engineering experience, and
10+ years of experience managing development teams. I still code.

Experience

HealthSherpa — 2021 - Present
VP, Product and Engineering
Largest ACA health insurance marketplace, with 20+ million enrollees and $1+ billion GMV.

Scaled organization by 400% (from 12 to 50), accelerated development by 200%, reduced defects by 95%, achieved 99.9963% annual uptime, reduced costs by $1mm through optimization and vendor negotiation, and scaled system 10x from 150 RPS to 1500 RPS. Developed multiple industry-changing products, successfully navigating several major market shifts.

Owned Product, Engineering, Design, Data, and Security. Implemented DevSecOps, and drove compliance with HIPAA and PCI regulatory frameworks. Managed ICs, Directors, and Staff+.

Canary Technologies — 2020 - 2021
Senior Software Engineer
Startup developing contactless check-in solutions and credit card software for hotels.

Product-managed several initiatives, improved business visibility into team and organizational performance, and engineered systems to improve platform stability and observability.

Snap! Mobile — 2017 - 2020
Senior Director, Engineering
Company developing SaaS payments and fundraising software for education space, with > $500mm raised.

Fully responsible for people, process, product of department of 20 engineers in the company.

Trained team on and developed products using Vue.js, Ruby on Rails, Heroku, and AWS (Cloudfront, IAM, RDS, Route 53, SNS, S3).

Jumpsuit Commerce — 2016 - 2017
Director, Engineering
Startup developing financial payments processing and credit card processing software, with > $50mm processed

Led development of credit card payments processing and fund systems using Ruby on Rails.

hnl.io — 2015 - 2017
Co-founder / CTO
Startup that developed SaaS product for Hawaii's startup and tech communities.

eWorld Enterprise Solutions — 2013 - 2015
Lead Software Engineer
Consulting firm that develops enterprise software for various State of Hawaii departments.

Education

Hawaii Pacific University — 2009 - 2012
B.S. in Computer Science