

KIPP SHERER

Technical Director | AI/ML | Scalable Engineering Leadership

Las Vegas, NV

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EXECUTIVE SUMMARY

Strategic and hands-on technology leader with 15+ years of experience guiding full lifecycle software development, scaling global engineering teams, and aligning technical strategy with business goals. Known for designing mission-critical platforms, optimizing cloud infrastructure, and mentoring high-performance teams across 5 countries. AI-ready with graduate-level coursework in Artificial Intelligence at Stanford University, with a strong focus on cloud cost optimization and FinOps practices that enable cost-efficient AI adoption. Strong track record in internet marketing, SaaS platforms, and e-commerce technologies.

CORE COMPETENCIES

AI & Machine Learning Technologies • AI FinOps & Cloud Cost Optimization • Engineering Leadership & Team Scaling • Cloud Infrastructure & System Architecture • Digital Marketing & E-commerce Platforms • Cross-functional Collaboration & Stakeholder Engagement • Agile/DevOps Practices • Regulatory Compliance (SOC2, GDPR, CCPA, ADA)

PROFESSIONAL EXPERIENCE

ADVANCED ROI

Founder & Director of Technology

May 2024 – Current

- Designed and optimized AI workflows for large-scale, cost-effective data collection supporting AI model training and inference.
- Built multimodal LLM-based tools combining image analysis and language models to extract structured data from graph images.

PRICESPIDER (NOW WAYVIA)

Director of Engineering, Where-To-Buy

Apr 2018 – Apr 2024

- Directed global teams (3-7 direct reports, ~20 indirect), managing a high-availability (99.9%+) SaaS platform serving millions across 80+ countries.
- Managed and optimized a \$1M/year infrastructure, services, and contractor budget, reducing annual spend to ~\$500K through targeted cloud cost optimization and FinOps-driven initiatives.
- Architected scalable systems, enabling rapid growth and seamless integration after multiple company acquisitions.
- Directed cloud migration of 400+ servers, reducing hosting costs by over 20%.
- Implemented SOC2, GDPR, CCPA, and ADA compliance standards.
- Demonstrated strong leadership and mentorship, fostering a culture of continuous learning and professional growth that resulted in excellent retention among direct reports. Previous colleagues from other organizations chose to join me at PriceSpider, reflecting high trust and loyalty.

NATURAL HEALTH SHERPA

Senior Software Architect

May 2016 – Apr 2018

- Engineered and maintained a marketing platform achieving 99%+ uptime, supporting uninterrupted campaign delivery.
- Optimized sales funnels through split testing, resulting in a 10%+ increase in conversion rates.
- Researched and implemented emerging technologies, accelerating business objectives and operational efficiency.

DRIVE-ON-IN, INC.

Co-Founder

Jan 2012 – May 2016

- Designed a self-optimizing advertising system; patent filed (US20160314490A1).
- Developed backend for GPS-based IoT device (Mileage Ace).
- Launched Drive-ins.com, featured in USA Today, NYT, SF Times, and other major outlets.

ZURVITA HOLDINGS, INC. (ZRVT) , *Houston, TX*

Director of Online Search Technology

Jun 2010 – Jan 2012

- Provided strategic direction for software development and adoption of new technologies, ensuring alignment with business objectives.
- Led a small, distributed team, coordinating efforts for online asset and product development.
- Fostered strong professional relationships, with former colleagues choosing to join the team, reflecting a high level of trust and collaborative leadership.

EARLY CAREER

Progressed through software engineering and technical leadership roles at startups and technology ventures.

OmniReliant Holdings, Inc. (ORHI) | Director of IT – Maintained product knowledge and continuity through acquisition from BYOC. Advised related companies on technology and Internet-related issues. Coordinated programming team in the maintenance and development of online assets and products. Led development of an Internet marketing product.

Beyond Commerce, Inc. (BYOC) | Director of Technology / Technical Lead – Oversaw a product technology overhaul, leading teams of up to 30 people and contributing to a successful \$4M product sale.

Cubis Financial, LTD | Senior Developer – Designed and implemented business rules and architecture for new and existing financial services and e-commerce products, supporting business growth.

DataX Ltd. A SellingSource Company | PHP Developer – Transitioned the Credit Reporting Agency platform from development to full-scale operation, enabling reliable service delivery.

EDUCATION

STANFORD UNIVERSITY

Graduate Studies in Artificial Intelligence and Machine Learning

CARNEGIE MELLON UNIVERSITY

B.A. Chemistry (Advanced coursework in AI, CS)

UNIVERSITY OF NEVADA, LAS VEGAS

Certificate in Unmanned Aerial Systems (UAS)

STARK STATE COLLEGE

AAB in Computer Programming

SKILLS

AI & Machine Learning Technologies • AI FinOps & Cloud Cost Optimization • Engineering Leadership • Team Scaling • Cloud Infrastructure • System Architecture • Digital Marketing • E-commerce Platforms • Cross-functional Collaboration • Stakeholder Engagement • Agile/DevOps Practices • Regulatory Compliance (SOC2, GDPR, CCPA, ADA)

CERTIFICATIONS

Certificate in Unmanned Aerial Systems (UAS) (University of Nevada, Las Vegas)