

Pooya Karimian

Executive Leader | Product Growth & Tech Innovation

San Francisco, CA
(650) 272-1775
me@pooyak.com
* linktr.ee/pooya

PROFILE

Engineering leader with deep experience scaling creator platforms and building high-velocity teams. Led organizations with strong engineering, data, and experimentation cultures across the full growth funnel—acquisition, activation, payments, and retention. Partnered closely with product, design, and go-to-market teams to drive measurable business outcomes. Combines product intuition with agile, pragmatic engineering leadership.

EXPERIENCE



Director of Engineering, Growth @ **Linktree** | San Francisco, CA | 2023 - Present

- Led Growth Engineering through **hyper-scale**, growing creator sign-ups from 35M to 80M+, increasing revenue by ~50%, SEO traffic by 3x, ultimately surpassing Twitter/X in unique visitor count. Owned the full growth funnel across acquisition, authentication, activation, payments, retention, and enterprise onboarding.
- Shipped 150+ growth experiments that delivered measurable and statistically significant lifts. Built an internal data-driven **rapid-experimentation** culture with accurate revenue measurement to support agility.
- Championed a **high-velocity**, product-driven engineering culture. Hired great engineers, managed EMs and senior TLs across multiple teams. **Partnered** closely with Product, Design, Marketing, and Sales to align growth strategy, and SaaS offers with company priorities.



Software Engineer, Tech Lead @ **Meta** | Menlo Park, CA | 2015 - 2022

- Tech Lead on multiple high-impact initiatives ranging from \$100M to over \$1B+ in **revenue**, managing development, hiring, and roadmapping for medium-sized engineering teams. Worked cross-functionally with PM, Data, Design, UX, and Marketing to deliver measurable outcomes.
- Led Ads and **Monetization** projects including *Video In-Stream Ads* and *Messaging Lead Gen Ads*, driving exponential revenue growth while navigating complex user experience and sentiment challenges.
- Founding engineer and Tech Lead for Messenger Bots, **Business Messaging**, and Business Experience teams, which grew into multi-billion-dollar businesses. Also led architecture and execution for Messenger Games and Rooms, coordinating across mobile, platform, and infrastructure teams.



Software Engineer @ **Facebook** | Vancouver, BC | 2013 - 2015

- Senior and early team member in a newly founded ~100-person office; contributed to hiring, culture building, and developed into the **Web Real-time Messaging Infrastructure** team, delivering billions of messages and building the first APIs for what are now delivery/seen flags.



Senior Software Engineer @ **Sencha** | Vancouver, BC | 2012 - 2013

- Early engineer on **Sencha.io**, a suite of cloud-based services for mobile web apps. I led the development of a high-performance eventually consistent syncing database, messaging backend and AWS/Azure cloud deployment services. Founding engineer on **Sencha Space**, a secure enterprise environment.



Lead Frontend Developer @ **Zite** (Acquired by CNN) | Vancouver, BC | 2008 - 2012

- One of the four engineers on **Zite**, an **ML/AI Personalized Magazine** selected as **Best News App of the Year** on iPad by Apple and NYTimes. Acquired by CNN and powering recommendations tab on site. Full stack developer across infra, content and flexible layout engine for UI of this news recommender system.
- Prior to the pivot, served as lead front-end engineer for **Worio Discovery Engine**, a spin-off from the University of British Columbia, delivering serendipitous recommendations atop search results.



Software Developer @ **Sxip Identity** | Vancouver, BC | 2007 - 2008

- **Sxipper**: Best of its kind password manager, form-filler and OpenID solution. Collaborated with the open-source community at Mozilla Firefox. **Sxip Social**: Sole developer on this Identity Manager and social assistant integrated into web browsing.



Co-Founder @ **Netbill** (Acquired by Ghasedak Samaneh) | Tehran, IR | 2004

- High-perf multi-tenant ISP accounting solution. Customizable UI templates. Authentication, Authorization, and Accounting as a Linux appliance. Acquired by a large internet provider and generated millions in revenue.



EDUCATION

- **M.Sc.** | School of Computing Science | Simon Fraser University | Vancouver, BC | 2007
 - **Topics:** Behavioral Robotics. Autonomous Robots. Distributed Networks. Computer Vision. Human Activity Recognition. Multi-agent Systems. Sound modeling.
 - **Thesis:** [Audio Communication for Multi-Robot Systems](#)
- **B.Sc.** | Computer Engineering Department | Sharif University of Technology | Tehran, IR | 2003
 - **Topics:** Robocup: Robot Soccer World-Cup Competitions. ACM/ICPC, Programmable Hardware.
 - **Thesis:** [Color-based Fast Object-tracking System from Video Frames in a Robotic Environment](#)

SKILLS

- **Leadership:** Strategic Planning, Team Building, Cross-Functional Collaboration, Mentorship, Change Management, Agile Development, OKRs, Data-Driven Decision-Making, Experimentation Frameworks, Operational Excellence. Performance Reviews, Talent Development, Conflict Resolution.
- **Organizational Skills:** Product Thinking, Stakeholder Management, Budget Management, Compliance and Security (GDPR, CCPA, PCI), Diversity, Equity, and Inclusion (DEI).
- **Technical Expertise:** Scalable System Design, Cloud Platforms (AWS/GCP/Azure), Infrastructure Optimization, Data Analysis, CI/CD pipelines, MLOps, Observability (Datadog), Linux, Containers, Docker.
- **Science:** Algorithms, Machine Learning (ML), Artificial Intelligence (AI), Large Language Models (LLMs), Computer Vision, Clustering, Classification, Experimentation, A/B Testing, Cryptography.
- **Programming Languages:** C/C++/C#, JavaScript/TypeScript, Node.js, React, React Native, Python, Objective-C / Swift, Java/Kotlin, Hack/PHP.
- **Data Storage & Analysis:** MySQL, PostgreSQL, Presto, Hive, Spark, Cassandra, ZooKeeper, Riak, Snowflake, BigQuery.
- **Software Management:** Git, GitHub, Mercurial, JIRA, Linear, Bugzilla, Open Source Contributions.
- **Engineering:** Networks, Distributed Computing, Computer Security, Robotics, Programmable Hardware. Internationalization/Localization, Unicode, Bi-Directional Text.

PATENTS

- **US 29/687,666** P. Karimian, A. Vaccari, L. Guang. ["Display Screen with Graphical User Interface for Games in Messaging"](#). Facebook Inc. Jan 2020.
- **US 15/783,936** P. Karimian, A. Vaccari, L. Guang. ["Game Channels in Messaging Applications"](#). Facebook Inc. Oct 2018.
- **US 15/054,103** P. Karimian, S. G. Rosenberg, M. Steiner, I. Sukhar. ["Techniques for Messaging Bot Rich Communication"](#). Facebook Inc. Aug 2017.

PUBLICATIONS

- P. Karimian. ["Audio Communication for Multi-Robot Systems"](#). M.Sc. Thesis. School of Computing Science, Simon Fraser University. August 2007.
- P. Karimian, R.T. Vaughan, S. Brown. ["Sounds Good: Simulation and Evaluation of Audio Communication for Multi-Robot Exploration"](#). Proceedings of the IEEE/RSJ Int. Conf. on Intelligent Robot and Systems (IROS 2006), Beijing, China. 2006.
- M.E. Alian, S. Bagheri Shouraki, M.T. Manzuri Shalmani, P. Karimian, P. Sabzmeydani. ["Roboshark: A Gantry Pool Player Robot"](#). Proceedings of 35th International Symposium on Robotics, Paris. 2004.
- P. Karimian, P. Sabzmeydani. ["Implementation of a Color-based Fast Object-tracking System from Video Frames in a Robotic Environment"](#). B.Sc. Thesis. Computer Engineering Department, Sharif University of Technology. September 2003.
- M.T. Manzuri, P. Karimian, M. Motamed, R. Mottaghi, P. Sabzmeydani, R. Taghipour. ["Sharif CESR Small Size Robocup 2002 Team"](#). RoboCup 2002: Robot Soccer World Cup VI, The 2002 International Robocup Symposium Proceedings, Fukuoka, Japan. June 2002.
- M.T. Manzuri, H.R. Chitsaz, R.Ghorbani, P. Karimian, A. Mirazi, M. Motamed, R. Mottaghi, P. Sabzmeydani. ["Sharif CESR Small Size Robocup Team"](#). RoboCup 2001: Robot Soccer World Cup V, Lecture Notes in Computer Science 2377. Springer-Verlag. 2002.
- J. Habibi, E. Foroughi, M. Motamed, P. Karimian, H. Hatami, H. Fardad. ["SharifII Soccer Simulation Team"](#). RoboCup 2000: Robot Soccer World Cup IV, Lecture Notes in Computer Science 2019. Springer-Verlag. 2001.