

Pooya Karimian




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

Director of Engineering | Growth and Innovation

PROFILE

Experienced leader with a proven track record in building and scaling high-performing teams, product innovation, delivering impactful results. Strategic planning, team mentorship and cross-functional collaboration to achieve organizational goals.

EXPERIENCE

-  Director of Engineering @ **Linktree** | San Francisco, CA | 2023 - Present
 - Eng lead for the **Growth org**, scaling the company from 35M to 50M+ creators with hockey stick growth and more unique visitors than Twitter/X. Owner of multiple workstreams: Acquisition, Auth, Enterprise, Activation, Conversion, Payments and Churn and Retention.
 - Drove revenue and sign-up growth through **rapid experimentation**, shipping 100+ experiments with measurable gains. Built a culture of data-driven decision-making and innovation.
 - Championed a result-driven approach, combining incremental experimentation with a vision for long-term success.
-  Software Engineer, Tech Lead @ **Meta** | Menlo Park, CA | 2015 - 2022
 - Tech Lead on multiple \$100M-\$1b+ initiatives, managing development, hiring, and roadmapping for medium-sized engineering teams. Worked cross-functionally with PM, Data, Design, UXR, and Marketing teams to deliver impactful projects.
 - Worked on Challenging Ads & **Monetization** projects, leading **Video In-stream Ads** and **Messaging Lead Gen Ads**—driving exponential revenue growth while navigating complex user sentiment challenges.
 - First engineer and Tech Lead for Messenger Bots, **Business Messaging**, and Business Experience teams, now a multi-billion-dollar revenue business. Tech lead on **Messenger Games** and Rooms (Video Calling), orchestrating architecture and guiding mobile, platform, and infra teams to deliver high-impact results.
-  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**. Full stack developer across infra, UI and iPad app of this recommender system. Selected as **Best News App of the Year** by Apple and NYTimes and powered CNN's recommendations tab.
 - 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-performance multi-tenant ISP accounting solution. Customizable UI templates. Authentication, Authorization, and Accounting, Linux appliance or hosted solution. Acquired by one of largest holding internet providers. 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 Hardwares.
 - **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. Sabzmezdani. ["Roboshark: A Gantry Pool Player Robot"](#). Proceedings of 35th International Symposium on Robotics, Paris. 2004.
- P. Karimian, P. Sabzmezdani. ["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. Sabzmezdani, 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. Sabzmezdani. ["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.