LEO POSTOVOIT
CREATIVE DIRECTOR OF TECHNOLOGY & STRATEGIST

leopostovoit.com
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Los Angeles, CA

COMPETENCIES

EXECUTIVE LEADERSHIP
Fractional CTO / CPO
Solution Architecture
Technical Roadmapping
Agile & Scrum Leadership

PRODUCT STRATEGY
User Ethnography
Go-to-Market Strategy
Privacy & Governance
Product Discovery

ENGINEERING
Enterprise WP (VIP)
Headless Architecture
AI Integration (RAG)
Cloud Infrastructure

AWARDS

WordPress VIP
Top Gold Agency [XWP] - 2022/2023

APME Award
"Chasing the Beast" - Best Use of Multimedia. [2013/2014]

ACP Pacemaker Award
"The Pulitzer of College Media" for magazine design and content [2009]

GDUSA "Top Website"
Relativity School and Relativity Education [2015]

President's Service Award
Lifetime Achievement (5,000+ Hrs). Signed by Barack Obama [2009]

EDUCATION

San Jose State Univ.
B.S. Journalism
B.A. Anthropology

CERTIFICATIONS

CompTIA Security+
AI Governance (Securiti)
Google Analytics (GA4)
Various others in artificial intelligence, privacy, ethics, product, technology, and management

PROFESSIONAL SUMMARY

Principal Technologist and **Media Anthropologist** with 15+ years of experience de-risking complex systems for global publishers. I bridge the gap between engineering, strategy, and user needs. Proven track record orchestrating **$10M+ contracts**, scaling products for top Fortune 100 companies.

EXPERIENCE

Principal & Fractional CxO
Leo Postovoit / Paperboy Post | Los Angeles, CA   2023 – Present

- **SCVTV History Center (Acting CTO):** Architected a custom Python/AI pipeline to digitally resurrect 30 years of multimedia archives to enable semantic search.
- **Miyasaki Gallery (Acting CDO):** Directing operations and supply chain for a fine art startup.
- **Stealth F&B Startup:** Conducted ethnographic research to ship a "Human-in-the-Loop" AI forecasting agent, preventing stockouts, increasing profits, and reducing both food waste and labor costs.

Head of Product Strategy
XWP (WordPress VIP Gold Agency) | Global/Australia   2017 – 2023

- **Revenue Impact:** Acted as Solution Architect for high-stakes pre-sales and account management, translating client's C-Suite needs into technical SOWs across 50+ projects averaging $250k/ARR.
- **Google (AMP) Product Owner:** Managed the official plugin roadmap across Google Engineering. Grew ecosystem to **600k+ active installs**.
- **Rolling Stone (Penske):** Led strategic discovery for migrating 50 years of archives to WordPress VIP. Ensured metadata integrity for millions of assets.
- **The Wall Street Journal (News Corp):** Architected custom editorial workflows (CMS) to improve newsroom efficiency and reduce technical debt.
- **Thought Leadership:** Keynote speaker at flagship conferences (WCEU, WCUS) presenting strategy on four continents.

Head of Digital & Design
Relativity Media (Relativity School) | Los Angeles   2014 – 2017

- **Exponential Hyper-Growth:** Drove **700% YoY enrollment growth** via persona-driven marketing and a ground-up tech stack build.
- **0 to 1 Product development and launch:** Built a proprietary student information and learning management systems (SIS + LMS) tailored to film and performing arts students.

Early Career Highlights
2007 – 2014

- **International Agency:** Led Wordbank design efforts for top clients (Herman Miller, Mazda, Apple, Disney). [2014-15]
- **The Denver Post:** Dow Jones News Fund Digital Intern & APME Award Winner for "Chasing the Beast." [2013]
- **San Francisco Chronicle:** Design intern [2012]
- **San Jose State Univ:** Co-built one of the first mobile-responsive college news sites under Pulitzer Winner Kim Komenich. [2010]
- **Early Agency work:** Supported design/development through agency Graves Communications of various banking, real estate, and other creative ventures [2007-09]

OTHER

- **Languages:** Native Proficiency ASL (CODA - Child of Deaf Adults), Proficent in Spanish.
- **Fieldwork:** Archaeological excavation of 18th-century industrial plantations (Nevis).