

# James R T Bossert

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## Software Engineering Manager

Passionate and empathetic leader that thrives in collaborative environments where diversity, creativity, and curiosity are valued most. Experience includes directing teams at a fast-paced consulting agency, accelerating software delivery for Fortune 50 clients, co-founding a successful mobile gaming business, and managing an enterprise instructional technology department.

## Skills

Empowering High-Performing Teams | Leading with Energy and Enthusiasm | Full Stack Web Development, LAMP, MERN | Creating an Inclusive Work Environment | Mobile iOS Development, Swift, Obj-C | Fostering a Culture of Accountability | Hiring, Interviewing, Recruiting, Retention | Guiding Technical Decisions | Resource Management | CI/CD, TDD, Agile, Scrum, DORA | Stakeholder Relationship Management | User-Centered Product Design, Usability, Accessibility | Mentoring

## Experience

**WillowTree**, Durham, NC

**July 2022 – February 2024**

### **Group VP and Managing Director / Partner and VP, Engineering**

Managed 20+ client accounts and project teams with a combined \$75M+ in yearly revenue. Oversaw performance and resource management for a distributed team of 50+ engineering directors and 400+ engineers.

- Achieved 2023 revenue targets across my project portfolio, securing new client projects worth over \$5 million. Maintained voluntary attrition below 7% while consistently delivering exceptional client satisfaction as measured by an average Net Promoter Score greater than 9 across all my project teams.
- Elevated profitability across my project portfolio by strategically integrating global resources, notably leveraging talent from Brazil, all while maintaining high levels of team and client satisfaction.
- Managed engineering initiatives, including establishing and maintaining job descriptions/rubrics/career ladders, engineering newsletter + blog, interviewing/hiring, bi-annual performance evaluations, practice advisors, innovation hour, and our engineering internship program.

**WillowTree**, Durham, NC

**January 2020 – July 2022**

### **Engineering Director / Associate Engineering Director / Principal Software Engineer**

Led high-profile projects, including architecting the iOS and Android Vitality One fitness rewards app from scratch and growing to \$7M in yearly revenue working with Anheuser-Busch to digitally transform their suite of CRM apps.

- Managed project teams that utilized diverse platforms, frameworks, and PaaS/IaaS providers to optimize engineering operations and project delivery - including iOS, Android, React Native, React.js, Express.js, Angular, Vue.js, Java/Spring Boot, .NET, AWS, Azure, Github, CircleCI and others.
- Led the team that built Vocabable, a free award-winning app that allows those with conditions such as MS, stroke, ALS, or spinal cord injuries to communicate by tracking head movements (<https://www.willowtreeapps.com/case-studies/vocabable>).

**WillowTree**, Durham, NC**August 2017 – January 2020****iOS Senior Software Engineer / iOS Platform Software Engineer / iOS Software Engineer**

Owned contributions to the mobile iOS platform as an individual contributor and worked closely with other platforms on multiple projects to maximize team effectiveness.

- Directed and delegated efforts to team members, multiplying their effectiveness. Provided positive and constructive feedback, and mentored others in growth areas. Led client communications and owned complex technical discussions.
- Lead iOS contributor in launching National Geographic's streaming and magazine app in the US.
- Contributed to the online check-in feature for the Wyndham Hotels iOS app.

**Fairlady Media**, Raleigh, NC**2008 – Present****Co-Founder and Lead Developer**

Co-Founded a successful app development company and consulting agency, publishing more than 50 apps, working with more than 15 clients, and generating 7 figures in revenue (<http://fairladymedia.com>).

- Co-created the hugely popular Grandma and Grandpa kid's brand on the App Store. Currently 13 apps in the series with 7 figures in sales, 4M+ downloads, strong support from Apple including multiple App Store front-page features, and numerous design accolades including 12 Editor's Choice awards from Children's Technology Review.
- Consulted and developed apps for clients including Sesame Street (Monster at the End of This Book), Houghton Mifflin Harcourt (Curious George), Hearst, Callaway Digital, Mobiquity, Sanrio (Hello Kitty), and American Greetings (Strawberry Shortcake, Care Bears).
- As lead developer, focused on Apple native development tools including Xcode, Objective-C, Swift, Cocos2d, and Sprite Kit.

**North Carolina State University**, Raleigh, NC**Senior Instructional Technologist / Technical Project Manager / Full Stack Web Developer**

Technical PM with oversight and management of mission-critical enterprise IT systems and development projects for NC State. Supervised a team of seven full-time staff and mentored students. Developer and systems administrator for NC State's academic and extension CMS.

- Led the pilot, implementation, and production teams for NC State's Enterprise Learning Management System, Moodle (Red Hat Enterprise Linux/Apache/MySQL/PHP).
- Led the pilot, implementation, and production teams for NC State's previous generation Enterprise LMS, Blackboard Vista (Java, Sun Microsystems Unix).
- Developed key enterprise performance analytics and reporting for university and college-level academic programs.

**Education****Bachelor of Science (BS) - Computer Science**

North Carolina State University, Raleigh, NC