

MARIO HEBERT

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EXECUTIVE SUMMARY

Engineering executive with 15+ years of experience building and scaling high-performing teams, leading strategic initiatives, and delivering impactful software at scale. Proven success in org transformation, cross-functional execution, and product-led growth. Passionate about driving operational excellence, innovation, and business value.

Notable Achievements

- **Engineering Transformation:** Doubled Proof's engineering team with 93% offer acceptance, introduced DRE framework, redefined execution culture, and rolled out AI automation to support 10% MoM growth with minimal headcount increase.
- **Growth Leadership:** Directed 35 engineers at Faire, owning top-of-funnel, activation, and lifecycle. Helped drive 78% YoY growth via experiments, performance tuning, and full-funnel optimization.
- **GTM Innovation:** Shaped acquisition strategy and growth engineering at REX Homes. Built AdTech pipelines and omnichannel comms across Google, Meta, Bing, and DSPs.
- **Platform Modernization:** Unified identity and engagement stack across 20+ Condé Nast brands. Led martech modernization at MasterClass with focus on privacy, journey orchestration, and attribution.
- **Revenue Acceleration:** Delivered 10x revenue impact at SpareFoot through high-velocity testing, paid media automation, and SEM/CRM targeting at TripAdvisor.

PROFESSIONAL EXPERIENCE

Proof Technology

Head of Engineering

Remote

March 2024 – September 2025

- Led engineering transformation across hiring, execution, and org culture for a 28-person team.
- Filled 14 critical roles in 6 weeks with a 93% offer acceptance rate; improved team diversity and sourced all candidates directly.
- Introduced the Directly Responsible Engineer (DRE) framework to improve ownership, autonomy, and delivery velocity.
- Transitioned E2E tests in-house, eliminating flaky QA; empowered engineers to validate their own work.
- Established structured on-call rotations and incident reviews via Incident.io, improving accountability and response times.
- Built a performance management system with career ladders, QBRs, 30/60/90 plans, and monthly tracking; managed out underperformance.
- Launched cross-functional initiatives to overhaul bug triage and technical spec quality; introduced peer reviews.
- Rolled out engineering metrics (e.g., DORA) and a weekly 3Ps (Progress, Problems, Priorities) update process to maintain visibility and alignment.
- Scaled operations using AI-powered automation, enabling the company to sustain 10% MoM growth while limiting operational headcount increase to just 30% annually
- Cultivated community in a remote setting via onboarding improvements, brown bags, all-hands, and engineering rituals.

Faire

Growth & Lifecycle Group Lead, Engineering

Remote

Sep 2022 – Nov 2023

- Led 30–35 engineers across 4 pods; 2 senior managers, 1 staff engineer.
- Owned Retailer Growth domain: Top-of-funnel, Activation, Lifecycle.
- Drove company-wide growth initiatives with PM, DS, design, marketing. Faire had a 78% YoY Growth during my time there.

<i>Senior Engineering Manager, Incentives Group</i>	Mar 2022 – Aug 2022
<ul style="list-style-type: none"> Managed 3 pods: Financial Products, Insider, Markets + Pricing (20 engineers). Shaped roadmaps and delivered incentive-based product work. 	
MasterClass <i>Director of Engineering, Martech</i>	<i>Remote</i> Sep 2021 – Mar 2022
<ul style="list-style-type: none"> Defined marketing tech architecture; prioritized performance, privacy, and security. Led lifecycle marketing, AdTech, journey orchestration, SEO/SEM. 	
Rex Homes <i>Engineering Manager</i>	<i>Remote</i> Mar 2018 – Aug 2021
<ul style="list-style-type: none"> Built AdTech automation for buyers/sellers across Google, Bing, Facebook, Verizon. Partnered with AdRoll, Criteo, Beeswax, theTradeDesk for RTB, DSP, and bidding tools. Developed omnichannel comms (email, SMS, app, web, postcards). Enhanced call center attribution/routing using Salesforce + Twilio Flex. 	
TripAdvisor <i>Technical Manager / Principal Engineer</i>	<i>Boston, MA</i> May 2017 – Oct 2017
<ul style="list-style-type: none"> Led SEM and CRM engineering; improved email targeting and search campaigns. 	
Condé Nast <i>Engineering Manager, User Platform</i>	<i>Austin, TX</i> Jan 2016 – May 2017
<ul style="list-style-type: none"> Modernized platform for 20+ brands (Vogue, Wired, etc.). Scaled identity, engagement, and tracking systems. 	
SpareFoot <i>Senior Software Engineer</i>	<i>Austin, TX</i> Jan 2013 – Jan 2016
<ul style="list-style-type: none"> Drove 10x revenue via growth engineering and paid media optimizations. 	
PetRelocation <i>Director of Engineering</i>	<i>Austin, TX</i> Jan 2011 – Jan 2013
<ul style="list-style-type: none"> Led CRM redesign, rebranding, and lead conversion initiatives. 	
Various <i>Senior Engineer / Entry-Level Manager</i>	<i>Remote</i> Mar 1998 – Dec 2010
<ul style="list-style-type: none"> Embedded/firmware roles in telecom, datacom, military systems. Built scalable and distributed systems across verticals. 	

EDUCATION

Western Governors University MBA, Business – IT Management	<i>Nov 2022 – Mar 2023</i>
Carleton University Bachelor's, Electrical Engineering	<i>Sept 1994 – May 1998</i>

SKILLS

Engineering Excellence: Scalable architecture, Technical debt management, Testing strategy, CI/CD, Incident response, Observability (DORA metrics, dashboards, on-call)

AI & Automation: Process automation, LLM prototyping, Workflow optimization, Experiment-driven ML

Stack & Tools: Go, Python, React, React Native, GraphQL, PostgreSQL, Redis, Kafka, Snowflake, Segment, Salesforce, Twilio, Datadog, Incident.io

PROFESSIONAL CONTRIBUTIONS & ENGAGEMENTS

- **Venture Partner:** [Sheva Venture \(2023–2025\)](#)
- **Ethical Hacker:** [Bugcrowd \(2019–2023\)](#) - VIP Status
- **Consultant:** [Xometry \(2022\)](#) – Sponsored Ads Platform
- **Interviewer:** [Karat \(2021\)](#)
- **Patent:** [Methods And Systems For Delivery Of Compliant Video Ads](#)

PHILANTHROPY

- **Mentor:** [Plato HQ \(2020–2024\)](#) – 100+ sessions with 20+ mentees
- **Lead Volunteer:** [U.S. Digital Response \(2023–2024\)](#) - Building Compact Connect: Revolutionizing interstate professional licensing A partnership to streamline interstate licensing infrastructure cuts costs and complexity.
- **Board Member:** [William Community School \(2023–2025\)](#) – Head of marketing group