Jonny Johannes - Software Engineer

jonnyjohannes.com · github.com/jonnyjohannes · linkedin.com/in/jonnyjohannes

Software engineer with 15 years of industry experience and a background in computational physics. Experienced in leading teams and building data-intensive systems, with recent work spanning advertising decision systems, attribution feedback, measurement, and automation.

Experience

Wayfair *Software Engineer* · Boston, MA · January 2019 – Present

- Led a team of four engineers to build product segmentation that supplies product-level signals to campaign decisions across 15 advertising platforms.
- Designed and built attribution-feedback integrations that send Wayfair conversion data to advertising platforms, supporting campaigns that generate over US$1 billion in annual revenue; mentored junior engineers contributing to the system.
- Analyzed image-performance data to evaluate proposed LLM-based “in-focus” tagging, helping the team prioritize measurement and avoid $100,000 in premature LLM spend.
- Architected and led development of a system that schedules and executes budget and target-ROAS changes for a US paid-search portfolio with more than US$1 million in daily budget allocation, saving marketers several hours each week and standardizing budget management across dozens of users.

AppColony *Software Developer* · Calgary, AB · April 2014 – December 2018

- Built back-end infrastructure for mobile and web clients and interactive web applications.

StaffingExperts Solutions Inc. *Application Developer* · Calgary, AB · September 2012 – April 2014

- Built data aggregation and analysis back ends and a reporting interface.

Foodtree *Developer and Data Analyst* · Vancouver, BC · July 2010 – March 2012

- Developed mobile and web applications and analyzed usage data.

Community leadership

Code for Boston *Project Lead* · January 2026 – Present

- Lead CutePetsBoston, an automated outreach project raising awareness of adoptable pets in Greater Boston through scheduled social posts; multi-platform publishing, redirect tracking, and engagement analytics.

Education

- **M.Sc., Physics (computational quantum physics and chemistry)** — University of Calgary · January 2013 – January 2016
- **B.Sc., Physics (Honours Biophysics)** — University of British Columbia · September 2006 – May 2010