Jerry D. Boonstra

CTO / VP Engineering / Head of Engineering & AI

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SUMMARY

Engineering leader who still writes the code, with nearly three decades building software. Three-time CTO and four-time co-founder. As CTO of Jukin Media, built a 30-person organization across six departments and a content platform, both still in place when Trusted Media Brands acquired the company in 2021. At CNET, directed the platform engineering behind sites serving 100M+ unique users a month; later managed the engineering teams for AOL Music and SHOUTcast and led engineering at Vurbl, a podcast streaming platform. Since 2023 has co-founded three AI ventures, built AI features hands-on in each, and built tooling that runs teams of AI coding agents. Seeking a full-time CTO, VP Engineering, Head of Engineering, or Head of AI role at a technology company.

LEADERSHIP HIGHLIGHTS

- Built and led a 30-person, six-department organization at Jukin Media, hiring most of it, while the company's headcount doubled every year.
- Built Jukin's video CMS, which doubled the library in a year, and its content syndication system, which let it triple content partnerships in a year.
- Directed platform engineering for six CNET sites, including CNET.com, News.com, and Download.com, serving 100M+ unique users a month: set the development standards 40+ application engineers followed and managed the operations team for 500+ servers.
- Co-founded ObexMetrics, ResumeFactory.ai, and CalmTrader, and built AI features hands-on in each: a multi-user analysis assistant over customer data, an LLM product used by hundreds of people, and a graph of agents that tests trading strategies before any result reaches a user.

CORE SKILLS

Leadership: Building and running engineering, product, QA, and operations teams; hiring and mentoring; engineering standards; roadmap and architecture; build-versus-buy; customer discovery

AI & Agents: Agentic systems, graphs of agents, critic and verifier agents, multi-pass LLM pipelines, LLM evaluation and cost tracking, human approval steps; runs teams of AI coding agents daily with Claude Code and Codex

Platform: AWS serverless (Lambda, API Gateway, EventBridge, DynamoDB, ECS/Fargate, CDK), GCP, PostgreSQL, multi-tenant SaaS, media delivery and CDNs at consumer scale, CI/CD

Languages: Python, TypeScript, Java, SQL, Bash

EXPERIENCE

Co-Founder / CTO - CalmTrader

Los Angeles, CA | May-Dec 2025; Jul 2026-Present

Agentic trading research; working group in active private R&D

- Returned in July 2026 from a six-month parenting break; leads the technical direction of an agentic research system built on the working prototype a co-founder made during the break. Users set goals and rules in plain language, research agents call tools, deterministic controls hold the limits, and a person stays in the loop for trades.
- Built a graph-of-agents pipeline that turned about 100 trading strategies into executable rules, backtested them, and tested each against coin-flip baselines before any result reached a user.

Author - AI engineering tooling

2026-Present

Open source and private

- Built Cat Herder, a Git-backed work queue and review loop that gives coding agents shared workflow state across sessions: one agent claims each item, and a separate reviewer sends it back or accepts it. Claims are compare-and-swap writes in Git, tested with eight clones writing at once, and Cat Herder has been building itself since its first weekend.
- Built neckbeard, an open-source Claude Code plugin that checks another plugin's rules against the ones already in force before anyone installs it, and delegation, a private plugin whose verifier agent holds a veto over marking work done.

Co-Founder / Product & AI Engineer - ResumeFactory.ai

Los Angeles, CA | 2024-Jan 2026

Sunset product

- Owned the product, architecture, LLM pipeline, backend, infrastructure, customer discovery, and operations of a resume-tailoring platform used by hundreds of people, and wrote nearly all of the backend.
- Built multi-pass LLM workflows grounded in typed resume data, with an LLM judge that rated every applied edit, per-step cost tracking, and a human approval step before any edit applied. Closed the service in January 2026 because donations did not cover inference and infrastructure.

Co-Founder / CTO - ObexMetrics, Inc.

Los Angeles, CA | Nov 2023-Apr 2025

SaaS platform for machine-learning workflows

- Co-founded a platform for data scientists' machine-learning work: persistent datasets, experiments, lineage, and parallel forecasting runs. As CTO, worked hands-on across the interface and infrastructure and implemented the platform with the development team.
- Built the multi-user exploratory-data-analysis assistant on the OpenAI Assistants API, for a platform whose workloads ran in the customer's own cloud account.
- The company did not find product-market fit; its persistent state and parallel runs now serve as an architectural reference for long-running agentic workflows.

Founder / Full-Stack & AI Engineer - Independent

Los Angeles, CA | Jul 2021-Dec 2025

- Independent work as a founder and engineer, including the ventures above. Took a career break for travel and family from January to July 2023.

Co-Founder / Head of Engineering - Vurbl Media

Los Angeles, CA | Jan 2020-Jul 2021

Ad-supported podcast streaming platform

- Architected the platform and led the engineering team that built its content library and delivery systems, and wrote most of the audio ingestion pipeline hands-on.
- Served audio in fragments from the CDN edge, so playback started at once, delivery cost less, and the scaling limit moved off Vurbl's own servers.

Software Architect - Product N

Los Angeles, CA | Jul 2018-Jan 2020

Consulting

- Planned architecture and stabilized existing systems for clients including Talespin and Girlgaze, and advised them on product strategy, team management, and infrastructure.

Chief Technology Officer - Jukin Media

Culver City, CA | Mar 2014-Mar 2018

Viral-video licensing company

- Hands-on CTO over six departments: engineering, product management, QA, project management, business operations, and facilities and IT. Direct reports included a VP of Engineering, a VP of Product (later promoted to SVP), a Director of IT, and a Director of QA.
- Made the build-versus-buy calls that turned existing workflows into a content-management and delivery platform, and owned the AWS architecture, including the business-intelligence stack on Redshift, S3, Data Pipeline, and QuickSight.

Principal Software Engineer - Frequency Networks, Inc.

Los Angeles, CA | Jul 2011-Mar 2014

Video aggregation and distribution

- Architected and ran every REST API endpoint used by web, mobile, smart-TV, and OTT clients, and a fleet of 500+ EC2 hosts with zero-downtime deploys.

Senior Technical Manager - AOL

New York, NY | May 2009-Jan 2010

AOL Music and SHOUTcast

- Managed the engineering teams for AOL Music and SHOUTcast.com and set technical strategy for both high-traffic audio properties.

Director of Platform Engineering / Director of Site Engineering / Principal Engineer - CNET

San Francisco, CA | May 1997-May 2008

Eleven years, from engineer to director

- Director of Platform Engineering, 2006-2008: architect for the web infrastructure behind six CNET sites, including CNET.com, News.com, and Download.com, and built the shared code and packaging that let product teams focus on features.
- Director of Site Engineering, 2004-2006: led the engineering teams for CNET.com, Computers.com, Shopper.com, and Reviews.cnet.com.
- Principal and Senior Engineer, 1997-2004: architected the editorial content-management system, which replaced dozens of sequential steps, sometimes about a hundred, with document editing, one upload, and a validation loop. Teams found it about an order of magnitude faster.

EDUCATION

Bachelor of Science, Electrical Engineering - University of Alberta

Management training certificate - UCLA Anderson School of Management (leadership, coaching, mentoring, public speaking)

Industry Innovator Award - Digital Video Magazine, 2017, for work at Jukin Media