

Matt Cielecki

CTO

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Innovative CTO with a proven track record of leading high-performance engineering teams, delivering AI-powered products, and aligning technical strategy with business goals. Passionate about scaling teams and platforms, driving automation, and unlocking growth through emerging technologies. I value empowering teams, shipping bold products, leading with empathy, and using AI ethically to amplify human creativity. A trusted partner to the executive team, I turn technical complexity into strategic clarity.

PROFESSIONAL EXPERIENCE

JibJab - Los Angeles, CA (Remote)

CTO (May 2024 - Present) | VP of Engineering (2021-2024) | Sr. Director of Engineering (2019 - 2021)

I serve as CTO at JibJab, a private equity-backed digital media company with over \$25–30M in annual revenue and 1M+ paying subscribers. I report directly to the CEO and lead technology strategy and execution across product engineering, infrastructure, security, and AI innovation. Together, we make billions of people happy.

- Launched Starring You AI, integrating cutting-edge face-morphing models into JibJab's content pipeline to deliver hyper-realistic face swaps in under 1 second, powering over 5M personalized creations annually.
- Integrated AI and LLM best practices into the SDLC, improving engineering efficiency by 25% while improving operational workflows and accelerating development cycles.
- Scaled JibJab across all major platforms, ensuring seamless performance for millions of users while serving several petabytes of video annually.
- Drove significant cost savings by optimizing AWS infrastructure, sunseting legacy systems, and reducing data storage/egress costs by 50%.
- Leveraged AI and automation for customer support, processing thousands of customer requests annually, and reducing reliance on seasonal temp hires.
- Scaled and led hybrid distributed engineering teams (internal, offshore, and staff-augmented) with high retention, fostering a strong engineering culture.
- Trained a non-technical QA team to leverage LLMs for learning and building an automated test suite, producing hundreds of tests and achieving 80% coverage within one year.
- Launched JibJab Invites, combining our world-class content library with event and RSVP management, expanding our product ecosystem.
- Acquisition and integration of ReadYourStory, achieving 100% YoY growth in the first year post-acquisition.
- Introduced 1080p variable bitrate streaming and innovative content formats, enhancing social sharing engagement and content quality.
- Seamlessly migrated CMS and search to Contentful & Algolia, achieving 0 downtime and increasing CVR/CTR metrics.
- Successfully handled COVID-driven traffic surges, doubling historical traffic records, surpassing 120k requests per minute at peak.
- Led the transition to a fully remote team during the pandemic, preserving culture, productivity, and team cohesion.
- Rebuilt frontend from Ember.js to React.js, dramatically improving development velocity, maintainability, and site performance.
- Quarterly presentations to the Board of Directors on our technical roadmap and progress.

Dust - Los Angeles, CA

Director of Engineering (June 2018 - June 2019)

Dust is a Marc Cuban-funded company, where I oversaw all engineering efforts. I reported to the CEO and worked with the C-Suite to set engineering priorities and resource needs, as well as provide visibility into risks, schedules, and cross-functional dependencies. The company wound down operations in June 2019 following a strategic shift.

- Co-Author of our provisional patent "Messaging System and Method Utilizing Volatile Memory."
- Launched Watchdog security suite, providing secure browsing, messaging, and data breach scans.
- Lead migration of Dust 4 to Dust 5, involving backend migrations and 2 app launches.
- Overhauled SDLC and CI/CD pipeline.
- Elevated crash-free rates of Android and iOS from ~92% -> 99% with our relaunch.

JibJab - Los Angeles, CA

Software Engineering Manager (Feb 2017 - June 2018) | Software Engineer (Dec 2015 - Feb 2017)

Led and managed our development team that works on both iOS and Ruby on Rails projects, serving millions of users annually. JibJab was acquired in 2019.

- Apple presented the JibJab iOS app at the WWDC 2016 keynote to showcase how to use its new iMessage App Extensions with iOS 10.
- Launched GifGab, JibJab Camera, and GoMoji, all featured as "App of the Day" in the App Store.
- Coordinated app partnership with the NFL on JibJab Camera.
- The Storybots iOS app won a 2017 Daytime Emmy Award for Outstanding Interactive Media - Enhancement to a Daytime Program and is a 2017 Webby Award Honoree.
- Created the open-source tool Auto Layout Magic.

Cornerstone OnDemand - Los Angeles, CA

Software Engineer (March 2014 - June 2015)

Worked with a large development team, project managers, and clients to build and maintain a large-scale web application for one of the largest SaaS companies in the world, which has over 22 million users. Worked with: .NET Framework, C#, SQL, JavaScript, jQuery, CSS, MVP/MVC Design

- Winner of Cornerstone's 2015 Hackathon, which included 60+ teams from around the world.
- Selected to be on the CI/CD and Coding standards councils.

American Gaming Systems - Las Vegas, NV

Software Engineer (July 2012 - December 2013)

Develop and design Class III and Class II machines, wide-area progressives, and specialty games such as Ripley's Believe It or Not, Family Feud, and Are You Smarter than a 5th Grader. Worked with C++, OpenGL, and Visual Studio

Fidessa - New York, NY

Software Engineer (Nov 2011 - June 2012)

Work within the Product Development and Support team to design, develop, and test new product functionality, as well as solve problems and fix bugs in existing product versions. Worked with C++, Java, SQL, TCL.

EDUCATION

Bachelor of Science, Computer Science | Rutgers University (2007 - 2011)

Member of the National Society of Collegiate Scholars and Rutgers Emerging Scholars in Computer Science.

Minor in Mathematics

SKILLS

- AWS / GCP / Azure
- AI / LLM / RAG / MCP
- Google Analytics
- Firebase
- Contentful
- Algolia
- Selenium / Appium
- New Relic
- Aurora
- Sumo Logic
- Javascript
- React / Next.js
- Swift / iOS
- .NET
- Docker
- Serverless
- Jenkins
- Bitrise
- JIRA / Confluence
- MoEngage
- Cordial
- Postgres
- MongoDB
- Redis
- Redshift
- DynamoDB
- Github Actions
- Cursor / VSCode