

Aaron Whipple.

Senior Engineering Manager · Full-Stack Engineer · AWS Cloud Architecture

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PROFILE

Hands-on engineering leader with **9+ years** across full-stack development, AWS cloud architecture, and team management. Promoted three times in three years to direct all technical operations for a multi-brand investment group — leading engineers, technical hiring, and vendors while still shipping production code — and founding CTO of an early-stage social-connection startup. Grew e-commerce from **40% to 75% of total sales**, and deliver compliant systems in regulated industries, from carrier-registered SMS programs to marketing and age-gate requirements.

CORE SKILLS

LANGUAGES & FRAMEWORKS	JavaScript / TypeScript, React, Next.js, Node.js, Python, GraphQL, PHP, SQL (MySQL), HTML5, CSS3 / Tailwind
CLOUD & INFRASTRUCTURE	AWS — Amplify, AppSync, DynamoDB, Lambda, S3, SNS, CloudWatch, IAM, SSM Parameter Store, End User Messaging (10DLC) · CI/CD · GitHub · DNS & multi-site domain management
LEADERSHIP & DELIVERY	Engineering management, mentorship & code review, technical hiring and candidate assessment, vendor / contractor management, cross-functional delivery, regulatory compliance (TCR/CTIA)
DESIGN & TOOLS	Figma, Adobe XD, Photoshop, Illustrator, Power Automate, WordPress, Squarespace, Shopify (Liquid)

EXPERIENCE

- **Founding CTO** — FLOM (early-stage, pre-launch beta) 2026 - PRESENT
 - Sole technical owner of an early-stage social-connection platform alongside the CEO and CFO — set the technology stack, architecture, and infrastructure, and built the product through beta.
 - Translate product goals into a build plan and present technical trade-offs, risks, and roadmap to non-technical co-founders.
- **SAPA Investment Group** SALT LAKE CITY, UT · MAY 2021 → PRESENT
 - **Senior Engineering Manager** MAY 2024 - PRESENT
 - Direct technical strategy and engineering operations across a multi-brand portfolio spanning regulated retail, e-commerce, and wellness properties; mentor engineers through every phase of the development lifecycle.
 - Architected **SMS marketing infrastructure on AWS End User Messaging (10DLC)** — multi-campaign registration, opt-out list isolation between programs, and TCR/CTIA compliance in a heavily regulated industry.
 - Built customer loyalty and post-visit review automations integrating AlpeneIQ with retail systems, designing the reward flow to satisfy Google review policy constraints.
 - Own technical hiring end-to-end: structured interview loops with executive stakeholders, coding assessments, and candidate integrity reviews.
 - Migrated business-critical notification workflows from Slack to **Microsoft Teams via Power Automate** Adaptive Cards across three operational alert systems.
 - Manage multi-site web infrastructure — DNS migrations, replatforms (Wix/WordPress → Squarespace), Microsoft 365 identity — with zero email or service downtime.
 - Standardized secrets management on AWS SSM Parameter Store; integrated AI-assisted pull request review into GitHub workflows.
 - Prototyped **self-hosted AI inference infrastructure** (Ollama on consumer GPU hardware) with a phased roadmap for pipeline automation and auth hardening.

○ ↑ Lead Software Engineer

MAY 2022 – MAY 2024

- Grew online sales from **40% to 75% of total revenue** through e-commerce platform improvements and new feature architecture.
- Guided junior developers through code reviews and supplementary tutorials; laid out the architecture for all major new features.
- Built and maintained production applications on AWS Amplify (AppSync/GraphQL, DynamoDB, S3) with React and Tailwind frontends.

○ ↑ Full-Stack Developer / Web Designer

MAY 2021 – MAY 2022

- Shipped features across the stack in Next.js, React, and Tailwind with AWS, GraphQL, and Node.js backends, including custom external API integrations.
- Created wireframes and UX designs for new projects adopted by the team.

○ Full-Stack Developer / Web Designer — AW Development (freelance)

2021 – PRESENT

- Deliver client projects including a React e-commerce platform with Firebase and geolocation features, and a Shopify storefront built in Liquid.

○ Team Lead / Supervisor — Propak Logistics

2017 – 2021

- Supervised a ~20-person production team, balancing throughput targets with a safe working environment; owned daily production reporting.

○ Web Designer / IT — MrWheels

2016 – 2017

- Added interactive video and image experiences to the company's WordPress site; troubleshoot site security and connectivity issues.

EDUCATION

B.S., Web & User Experience **MAGNA CUM LAUDE** — Weber State University

2020

A.S., Web & User Experience — Weber State University

2018

A.S., General Studies — Utah Tech University

2016

ADDITIONAL

Founded multiple small trade and health-product businesses (Atomic Labs, Nature's Science, PurePerformance Inc.); 7+ years of vendor sourcing and deal negotiation experience.