

Greg Tyree

gytree@gmail.com • +1 404 245 0295 • [linkedin.com/in/gytree](https://www.linkedin.com/in/gytree) • Remote from Brussels, EU • Full U.S. Work Eligibility

Technology Executive — CTO / VP Engineering

Experienced technology executive with 20+ years leading high-performing engineering teams, scaling platforms, and driving growth across media, fintech, and SaaS. Known for aligning technology with business goals, developing collaborative cultures, and delivering results in both startup and enterprise environments.

Leadership Highlights

- Scaled engineering teams by 5x while improving delivery, retention, and team health
- Led technical integration and due diligence for \$400M+ in M&A activity
- Introduced GenAI tooling to accelerate SEO-focused content operations by 80%
- Built and managed resilient platforms serving 100M+ monthly users
- Deep experience in media, fintech, and SaaS; fluent in modern cloud-native stacks

Professional Experience

GM / COO – Tri-Mission Association | Brussels | May 2025 – Present

- Rebuilt Shopify product taxonomy to support structured merchandising, improve reporting accuracy, and enable data-informed sales decisions
- Optimized operational workflows and vendor management processes, increasing day-to-day efficiency and reducing friction across inventory systems
- Developed a centralized internal knowledge base to document SOPs, vendor relationships, and tools, improving team onboarding and ensuring operational continuity

Head of Technology – MoneyGeek | Remote | Jul 2022 – Oct 2024

- Built and scaled the company's first internal engineering team, expanding 75% YoY
- Re-architected CMS and publishing workflows, reducing time-to-publish from 17 minutes to 3 seconds
- Led the adoption of GenAI tools to optimize editorial output and improve SEO at scale
- Drove site performance gains and infrastructure modernization to support 2x traffic growth

VP of Engineering – Policygenius | New York | Jul 2021 – Jun 2022

- Directed 5 cross-functional engineering teams and mentored senior technical leaders
- Oversaw strategic planning and communication processes across product and engineering
- Launched PgPro B2B product and redesigned content delivery pipelines for greater efficiency

VP of Engineering – Vox Media | New York | Nov 2019 – Jul 2021

- Partnered with CTO and COO to lead engineering integration after major acquisition
- Managed team of 90+ engineers, aligning teams and systems across 13+ digital brands
- Led critical platform upgrades to improve scalability, performance, and user experience

CTO – New York Media | New York | May 2019 – Nov 2019

- Directed technology for New York Magazine and five digital properties
- Migrated production workflows to cloud during Hurricane Iris to ensure zero disruption
- Led tech planning and employee relocation during the Vox Media merger

CTO – Business Insider | New York | Dec 2013 – Jun 2018

- Scaled engineering team by 500%, supporting aggressive product and traffic growth
- Expanded international brand portfolio from 4 to 16, growing global traffic to 50% of total
- Led technology audit and integration for \$442M acquisition by Axel Springer

CTO – Hoefler & Frere-Jones (now Hoefler & Co.) | New York | Aug 2010 – Dec 2013

- Built and launched a web font subscription platform with 99.99%+ uptime
- Automated internal workflows and introduced a custom CRM to improve client retention
- Served clients including Delta, SB Nation, and Tiffany & Co.

Additional Experience:

- **VP, Consumer Network Services** – WebMD | Atlanta | 2009 – 2010
- **VP, Web Development** – TBS Inc. | Atlanta | 2003 – 2009
- **VP, CNN.com Technology** – TBS Inc. | Atlanta | 2000 – 2003
- Led digital platform growth, live event coverage, and scalable infrastructure delivery for major brands and high-traffic news platforms.

Education

B.B.A. in Computer Information Systems – Georgia State University – Atlanta

Technical Focus

- Platform & Infrastructure: AWS, GCP, Azure, Kubernetes, Docker, IaC, Serverless
- Web Technologies: React, Next.js, Node.js, GraphQL, REST, PHP, JAMstack
- Data & Analytics: PostgreSQL, BigQuery, Looker, Airflow, Python
- Developer Experience: CI/CD (Jenkins, CircleCI, GitHub Actions), DevOps culture
- SEO & Performance: Lighthouse, WebPageTest, Ahrefs, Google Search Console
- Collaboration & Process: Jira, Confluence, Slab, Notion, Agile (Scrum/Kanban)