

Thanh Tschoepe

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Senior Software Engineer and Technical Lead with 9+ years of experience building reliable, high-scale product and backend platforms. Builds platform infrastructure for HubSpot's core CRM experience, the company's most-visited application at 250M page views per week. Coordinates six teams, improves performance toward Tier 1 targets, and scales engineering delivery through reusable AI automation and agentic workflows.

Skills

LANGUAGES & RUNTIME	PRODUCT & BACKEND	CLOUD & RELIABILITY	AI & LEADERSHIP
TypeScript Java Python Rust Node.js	React BFF Backend engineering Data visualization Architecture Performance	PostgreSQL AWS Kubernetes Docker microservices SRE	AI-assisted engineering Agentic workflows Technical leadership Technical enablement Mentorship

Professional Experience

Senior Software Engineer II

September 2023 – Present

HubSpot

- Architected VizCore for HubSpot CRM's Flexible Views modernization, coordinating six teams across Maps, Gantt, Reporting, and other CRM surfaces. Simplified the initial architecture, led a staged production rollout, and improved page performance toward Tier 1 targets.
- Owned cross-object filtering from prototype through beta, integrating the filter editor with VizCore and visualization libraries. Scoped bulk actions and export constraints to keep the beta on schedule, then supported rollout and production follow-up.
- Integrated CRM view context and interactive actions into HubSpot's AI assistant for Chat with Your Data. Delivered milestone functionality despite platform constraints, reducing time to value for CRM users.
- Scaled engineering delivery through AI code assistance and agentic workflows. Led an agentic coding deep dive, strengthened repository conventions, and built reusable keyboard shortcut infrastructure later used by another team for prototyping.
- Established testing and analytics foundations for Customer Journey ROI, managed the data layer, built the Outcomes experience, and aligned frontend and backend contracts in a new codebase.

TypeScript

Java

React

BFF

Backend engineering

Data visualization

Performance

AI-assisted engineering

Technical leadership

Technical enablement

Senior Software Engineer

January 2023 – June 2023

Project44

- Led a UPS integration that delivered real-time shipment data to 50+ brands and saved millions in data costs.
- Revived a paused initiative and enabled 120+ brands to customize consumer tracking experiences.

TypeScript

Node.js

React

Backend engineering

PostgreSQL

Everlance

- Delivered an enterprise expense reporting and payroll pipeline while leading core feature refactoring.
- Led TypeScript and React 18 migrations, cut bug ticket volume by 43%, and mentored teammates.
- Built a company-wide component library that accelerated product development.

 TypeScript

 Node.js

 React

Backend engineering

 Docker

Technical Leadership

Software Engineer, Team Lead

January 2019 – April 2021

Zalando

- Led a three-person retail product team responsible for customer-facing microservices and an API gateway.
- Partnered with Product to reduce query latency below 200 ms at p95.
- Built SRE infrastructure for load testing at 2,000 orders per minute and launched an OAuth 2.0 authentication system serving 30,000 accounts.

 TypeScript

 Python

 React

Backend engineering

 PostgreSQL

 Kubernetes

SRE

Technical Leadership

Earlier Experience

March 2017 – January 2019

Frontend Software Engineer and UI/UX Designer, Gofore; Frontend Software Engineer, Medisapiens

Education

Bachelor's Degree in Computer Science, Metropolia University, Helsinki, Finland