

Ross Cooperman
Brooklyn, NY

412.370.3820 (m)
ross@apric.us

Hands-on engineering leader who has built and scaled teams from 0 to 50+ across media, ad tech, consumer, social, and gaming, from first engineering hire through acquisition and beyond.

Skills

Expert	Languages: Ruby, Swift, JavaScript/TypeScript Frameworks/Technologies: Ruby on Rails, React, Node.js, GraphQL, Cocoa, AVFoundation, Git, Claude (Code)
Experienced	Languages: Golang, C Frameworks/Technologies: Kubernetes, PostgreSQL, MySQL

Experience

Allstar Gaming – VP Engineering

May 2024 – January 2026

Led an 18-person engineering team (5 squads across Europe, Boston, NYC, and LA) building a server-side video platform that auto-generated highlight clips for the world's biggest esports titles: Counter-Strike, League of Legends, Fortnite, Dota 2, and Overwatch.

- Built a rendering pipeline that ran live game instances across hundreds of orchestrated bare-metal servers (loading replays, capturing footage in-engine, and applying post-processing effects), sustaining 2–3 clips per second at peak.
- Scaled the platform to ~5M monthly active users across partners including FACEIT, u.gg, op.gg, Leetify, and HLTV.org, plus 200K MAU of direct Allstar users.

Liminal (formerly Quilt) – CTO

April 2022 – May 2024

Led a 5-engineer team for a group-therapy platform connecting clients to certified professionals and facilitating group therapy sessions.

- Built a real-time voice platform scaling to hundreds of concurrent participants in live panel-style sessions.
- Migrated a slow REST backend to a Rails-based GraphQL API, cutting p95 query times from 500ms to 50ms.

Altice USA – VP Technology, News + Advertising

July 2019 – March 2022

Led a 50-person engineering team across News (Cheddar, News 12) and Advertising (a4 Media), organized into 7 squads spanning News, DevOps, and Ad Tech.

- Consolidated a fragmented a4 Media engineering org (3–4 separate product teams) into a single multi-squad team behind one product.

- Introduced modern engineering practices (TDD, CI/CD) to drive development of new multi-screen ad campaign planning tools.
- Migrated News 12 to an in-house CMS, lifting news12.com revenue and pageviews 20% within a month of launch.

Cheddar – CTO

March 2017 – July 2019

Cheddar's first engineering hire. Grew the team from scratch to a lean 15 before Altice USA's acquisition, staying hands-on throughout: mentoring engineers, setting architecture, and shipping production code.

- Shipped apps across mobile (iOS, Android) and CTV (Apple TV, Roku, Samsung Tizen, DirecTV set-top boxes).
- Built custom CMSes and tooling for rapid delivery of streaming and on-demand video to 40+ partners via (m)RSS, Apple News, and more.
- Acquired and overhauled MTVU (rebranded CheddarU), a 1,500-screen campus TV network across hundreds of US colleges; led its migration from satellite to IP distribution (Apple TVs for video, Raspberry Pis for control) and built an IoT platform to manage the fleet remotely.
- Acquired and overhauled Rate My Professors, the leading US professor-rating service; led a full re-architecture from Groovy/Grails to Golang, React, and GraphQL, growing annual revenue from \$3M to \$5M.

KnowMe – Head of Engineering

May 2015 – November 2016

Built and led a team of 5 iOS engineers on a video storytelling social network (à la Snapchat/Instagram Stories). Led architecture and development of a complex AVFoundation app that let users shoot and edit video, photos, and music from their phones into short, shareable stories.

Movable Ink – Senior Software Engineer

January 2014 – May 2015

Built features for an email marketing platform powering high-profile campaigns for customers like American Express, Home Depot, and Dick's Sporting Goods.

Eastmedia – Senior Software Engineer

July 2011 – January 2014

Built web products for clients including Limited Brands, The Webby Awards, and Ford Models; acqui-hired by Movable Ink.

Community

Served as an organizer for GORUCO (Gotham Ruby Conference) from 2015 to 2018.

Education

University of Pittsburgh, Pittsburgh, PA – Computer Science, 1997-2001