

Joss Scholten

CTO · IoT & Energy Engineering Leader · API & AI System Design · Founder
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Professional Summary

CTO-level engineering and product leader with 20 years building and scaling cloud, API, and connected-device platforms across consumer and enterprise with a unique focus on IoT, energy, and connected devices. Three-time founder who has hired and led distributed teams of 35+ including 20+ engineers, shipped products serving 1M+ users, and scaled to \$3M+ ARR with enterprise-grade reliability and security needs. I help turn ambiguous problems into scalable architectures, building high-performing teams and delivery systems, and partnering with executives and customers to ship durable platforms that grow.

Experience

IoT & AI Consultant · *Boutique consultancy helping teams ship software products across strategy MVP architecture*
Product & Platform Strategy Consultant · Portland, Oregon · July 2021 – Present

- Advise on platform architecture, technical strategy, and build-vs-buy decisions for IoT and AI-enabled products.
- Lead discovery-to-delivery engagements: system design, MVP scoping, execution, and team/process setup to improve shipping cadence.
- Help teams transition to AI-first development with practical patterns for data flows, model integration, evaluation, and deployment.

Ladle Cooking · *AI-driven SaaS platform personalizing home cooking with GenAI and smart kitchen integrations*
Co-founder & CTO · Portland, Oregon · November 2022 – March 2024

- Co-founded and led product and engineering for an AI-native SaaS platform from concept to fully functional MVP in 4 months and full product rollout within the first year.
- Built and led the early-stage engineering team while defining product strategy and AI platform architecture, aligning near-term MVP delivery with long-term roadmap and investment priorities.
- Designed and launched a generative AI personalization engine enabling dynamic recipe adaptation across dietary needs, languages, and ingredient constraints.
- Established API-first architecture to support both consumer applications and enterprise brand integrations.
- Led customer discovery and rapid iteration cycles to validate product-market fit and refine core AI workflows.
- Defined and executed an outcome-driven roadmap balancing rapid MVP delivery with strategic AI investments, embedding generative AI into a SaaS experience to personalize customer journeys and drive partner integrations.
- Built integrations with smart kitchen ecosystems to extend recipe logic into connected appliances, including those with inductive and electrification applications.
- Managed infrastructure, cloud architecture, and deployment pipelines to support scalable AI workloads.

Yonomi · *Venture-backed IoT platform delivering API-agnostic smart home infrastructure, acquired by Allegion, 2021*
Co-founder & CTO · Austin, Texas · November 2013 - January 2021

- Scaled the company from 3 founders to a 35+ person async, cross-functional organization, including a 20-person engineering team and dedicated product, user experience, and sales engineering functions.
- Led the evolution from a combined engineering-product startup structure to a formalized product organization with defined ownership across platform APIs, mobile apps, and enterprise integrations.
- Defined and executed product strategy for Yonomi One, an enterprise IoT platform integrating 200+ device types across 150+ countries, enabling proptech, insurance, automotive, and security partners to deploy connected services without custom device-by-device integrations.
- Grew platform adoption to 1 million+ total users and \$3M+ ARR prior to acquisition.
- Managed product roadmapping, quarterly planning, and cross-functional execution processes across time zones.
- Directed product, API design, developer tools, and documentation strategy to reduce enterprise partner integration timelines and increase scalability of device onboarding.
- Led development and launch of consumer iOS and Android applications surpassing 1M downloads.
- Partnered with global enterprise organizations including Allegion, Amazon, and Google to deliver channel-ready SaaS integrations that scaled to millions of connected devices and expanded partner-led distribution.
- Translated ambiguous enterprise requirements into scalable platform capabilities, aligning roadmap decisions with long-term architectural integrity rather than one-off integrations.
- Oversaw hiring and mentorship of engineering leads and emerging product leaders as the company matured from early-stage experimentation to enterprise-grade delivery.
- Filed multiple patents as lead inventor on cloud-to-edge command propagation and local device orchestration.
- Played a key leadership role in fundraising (Angel through Series A, \$10M total raised) and strategic positioning leading to acquisition by Allegion, a leading global security and access control provider.

Sentient Home · Early cloud-based SaaS for residential building automation services, acquired 2013

Co-founder · Austin, Texas · August 2011 – November 2013

- Built early cloud-based platform enabling legacy building automation systems to integrate with web services.
- Defined product architecture and integration strategy in a fragmented smart home ecosystem.
- Successfully positioned and merged the company into Yonomi, forming the foundation for its enterprise IoT platform.

Systems Integrations & Interface Design Consulting

Systems Integration Consultant · Austin, Texas · July 2011 – December 2012

- Developed and supported customer projects with a focus on energy, smart home, and systems integration.
- Rapidly built one of the first *Green Button* energy analytics app prototypes featuring early machine learning models. Recognized by the U.S. CTO for experimental innovation in consumer-facing energy tech.

AVAI Ventures · Residential and commercial building automation systems and custom engineering projects

Software Engineer · Austin, Texas · May 2005 – June 2011

- Led technology development & integration for multi-million-dollar residential and commercial automation projects.
- Re-architected and modernized company-wide user interface systems, improving stability and enabling early mobile and iPad deployment.
- Engineered complex distributed systems including IP video distribution, energy monitoring platforms, and specialized AV environments.

Achievements & Recognition

- Three-time founder and product creator. Built and scaled platforms leading to two company acquisitions.
- Filed multiple patents as lead inventor, focused on leveraging local networks to propagate cloud-based commands for connected smart devices, US Patent US20150365217A1.
- Recognized by the United States CTO and Department of Energy for work on their *Green Button* initiative.
- Speaker, DeveloperWeek Austin
- President, Portland Australian Football Club

Education

- Bachelor of Science, Electrical Engineering, The University of Texas at Austin, 2003 - 2006
- Texas Academy of Math & Science, University of North Texas, 2001 - 2003

Skills

- **Platform & Product Leadership:** Product Strategy, Roadmapping, Agile Development, AI Productization, Prototyping, Journey Mapping, UI/UX, MVP Definition, IxD, Team Management, GTM
- **Tools & Workflow:** AI Product Workflows, Agile, Scrum, JIRA, Confluence, Git, Figma, Illustrator, InVision, Miro, PowerBI, Tableau, Snowflake
- **Data, AI, Machine Learning:** Data Pipelines, Generative AI, LLM Fine-tuning, OpenAI, Codex, Anthropic Claude, Hugging Face, PyTorch, LangChain
- **Languages & Frameworks:** JavaScript, TypeScript, NodeJS, Java, Python, C#, C++, Kotlin, PHP, Perl, React, HTML, Postgres, Mongo, SQL, JSON, Express, EJS
- **IoT & Embedded:** IoT, IIoT, Smart Home, Android, API Design, Websockets, MQTT, Zigbee
- **Cloud & Infrastructure:** AWS (EC2, S3, IAM, API Gateway, IoT, Greengrass), Azure, Docker, Kubernetes, SaaS, Microservices, Git, CI/CD, Serverless