Narbeh Mirzaei

CTO / VP Engineering

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I lead engineering organizations through growth, product pivots, and AI transformation. With a background in AI research and more than 15 years of experience, I build teams and deliver products with clear business impact.

EXPERIENCE

Choco | VP of Engineering — Jun 2023 - Present

- Lead a 70+ person technology organization with CTO scope, owning strategy and budget, reporting to the CEO. Rebuilt teams around autonomy, accountability, and clear engineering standards.
- Built the AI organization and shipped OrderAgent and VoiceAgent in collaboration with OpenAI. AI became a primary revenue driver.
- Achieved 99.9%+ availability and reduced cloud and vendor costs by double-digit percentages.

Layer | VP of Engineering — Mar 2022 - May 2023

Acquired by Sheetgo

- Led the product pivot and shipped a new FP&A platform in six months.
- Rebuilt teams and set an AI vision for spreadsheets while sustaining legacy MRR growth.

HelloFresh | Director of Engineering, Payments — Dec 2018 - Feb 2022

- Built a 35+ person payments organization across four cross-functional teams.
- Delivered systems handling 500K+ orders daily at peak across all countries and brands. Owned budget, payment provider relationships, and PCI DSS Level 1 and PSD2 compliance.

Bamilo (Rocket Internet company) | Head of Engineering — Jun 2017 - Oct 2018

- Joined as Team Lead in Dec 2016. Promoted to lead five product teams and a 50+ person technology department, reporting to the CEO.
- Scaled the platform to support 220K+ Black Friday orders in one day and built seller, warehouse, and logistics systems.

Earlier career — 2010 - 2016

Earlier experience includes Director of Engineering at Ginosi, Technical Program Manager at Globanet, and Technical Team Lead at Ogma.

EDUCATION

MBA, Finance | American University of Armenia | 2014

MS, Computer Science | American University of Armenia | 2010

BS, Computer Science | State Engineering University of Armenia | 2008

LANGUAGES

English, Armenian, and Persian (native). German (B1).