

Josue Tello

Product & Engineering Leader · Cloud Architect · Design Thinking Practitioner

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SUMMARY

An experienced Product Manager, Cloud Architect, and Software Engineer with over 15 years in the tech industry. I bridge business strategy and technical execution — offering the rare combination of senior product and engineering leadership in one person. Proven track record delivering customer-driven value, generating double-digit product growth through IDEO Design Thinking methodology, experimentation, analytics, and deep customer empathy. Known as a teacher, mentor, and coach who leads with Extreme Ownership and builds teams that deliver.

PATENT

US Patent #11438733

Determining Location Based on Nearby Devices

Intuit / TSheets

EXPERIENCE

Cloud Architect

2023 – Present

HP Inc. · Boise, ID · *Cloud Engineer IV (Workday)*

- Serve as one of a small group of Cloud Architects — collaborating with fellow architects to evaluate how new solutions fit within the broader platform architecture, then partnering with contract teams to deliver.
- Pioneered a data-driven prioritization culture by introducing real customer usage metrics as a new organizational practice — shifting roadmap decisions from intuition to evidence-based prioritization.
- Led transformation from spreadsheet-based planning to Jira, streamlining workflows and freeing senior capacity for higher-leverage architectural work.
- Pushed ownership and accountability to contractor teams, increasing productivity across the board and creating space to invest more deeply in data and architecture.
- Delivering features that improve customers' first experience, expanding options and driving measurable improvements in early customer journeys.
- Led organization-wide migration from Splunk to DataDog using an APM-first approach, including team training and enablement.

CEO / Founder

2023 – Present

YesWayJosue LLC · Boise, ID

- Helping increase clients' online presence through targeted keyword improvements, website redesigns, testing, and validation.
- Streamlined marketing workflows including CRM setup, outreach campaigns, email newsletters, and automation.
- Transitioning internal tooling into a scalable platform product to increase efficiencies.

Senior Product Manager

2019 – 2023

Intuit / TSheets · Boise, ID

- Led product work that expanded TSheets from a single paid SKU to two — using IDEO Design Thinking methodology to identify unmet customer needs and create an entirely new product tier.
- Delivered features that drove a 90% retention rate among customers who experienced them; partnered with the onboarding team to close the activation gap and scale adoption.
- Navigated a three-sided GPS product challenge: business owners (paying customers) needed clock-in enforcement while employees (actual users) needed to feel respected and not surveilled. Led design, engineering, and data through Design Thinking — iterating through customer and worker interviews — to deliver a solution that reduced time theft by double digits with zero increase in worker dissatisfaction.
- Recovered over \$100K in MRR by interviewing customers to understand and redesign the billing migration experience.
- Coordinated feature releases including user experience, customer journey design, and post-launch analytics.
- Served as Scrum Master for multiple teams, coaching both product managers and software developers.

Senior Software Engineer

2019 – 2023

Intuit / TSheets · Boise, ID

- Led initial Agile training across the Dev Business Unit; co-led initiative to improve the product roadmap process.
- Increased sprint predictability by 10% by introducing, training on, and measuring Agile best practices.

- Led team to determine and implement architecture to support the Time data entity across the entire company.

SaaS Cloud Project Manager

2017 – 2019

AlertSense / Konexus · Boise, ID

- Managed cross-functional team of 17 (QA, mobile, full-stack, DevOps) across all R&D releases and planning.
- Grew test automation coverage from under 50% to over 80%, significantly improving product quality.
- Co-created and managed the UI/UX design process for new product functionality.
- Introduced a scoring method to balance technical debt against new feature development.

SaaS Cloud Project Manager

2010 – 2017

Hewlett Packard · Boise, ID

- Led a large cross-functional team to design and launch a unified login platform for the entire HP LaserJet device fleet — enabling any LaserJet to authenticate users and run applications.
- Simultaneously delivered two flagship production apps — Private Print and Scan to Cloud — addressing the two most common enterprise use cases, with the platform architected for 3rd-party developer onboarding.
- Managed teams of 10–30 engineers across US and India-based contractors, coordinating delivery across multiple business units and a new company acquisition.
- Developed and implemented capacity modeling to better set expectations; documented the initial Agile development framework and iterated to improve over time.
- Led the New Relic real-time production monitoring initiative.

Embedded Software Developer

2010 – 2017

Hewlett Packard · Boise, ID

- Member and lead of HP LaserJet-wide standard committee to review new product specifications across business units.
- Technical Lead for a 9-person team; member of the Architectural Control Committee overseeing Low End LaserJet firmware architecture.
- Firmware Product Lead for the LaserJet Pro MFP m477, coordinating program management and asset integration through launch.

CORE EXPERTISE & TECHNICAL SKILLS

Leadership	Extreme Ownership · Agile Coaching · Scrum Master · Team Mentorship · Cross-functional Leadership · Capacity Planning
Product	Product Management · Roadmap Planning · IDEO Design Thinking · Customer Interviews · OKRs · Aha! · Jira · Miro · Figma
Engineering	Agentic AI · Microservice Architecture · Kotlin · Spring Boot · Python · SQL · MongoDB · AngularJS
Cloud & DevOps	AWS · Terraform · Docker · CI/CD · Infrastructure as Code · Documentation as Code · Security
Observability	DataDog · New Relic · Splunk · Google Analytics · APM · Data Analytics
Growth & Tools	CRM · Apollo · MailChimp · Salesflare · LikeC4 · Claude · IntelliJ · GitHub

EDUCATION

B.S. Computer Science

July 2005 – Dec 2009

Kettering University (General Motors Institute) · Computer Engineering Minor, Computer Security Concentration