

# Josiah Wiebe

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## Profile

Strategic leader and full-stack engineer with a decade of experience building products, communities, and platforms that drive adoption. I combine technical credibility with ecosystem thinking – capable of setting direction, shipping code, and building authentic feedback loops between communities and product teams. I'm focused on shipping solutions, not discussing them. I've scaled a community program that generates organic advocacy from 10k+ in-person event attendees across 15 distinct owner clubs.

## Work Experience

### **Triple E RV & Leisure Travel Vans**

**2015 - Present**

*Marketing & Digital Team Manager, Software Engineer*

Lead a lean, high-performance marketing team while architecting all digital infrastructure and community systems. Sit at the intersection of product, marketing, and engineering—translating community feedback into product decisions.

#### **Ecosystem & Community**

- Scaled LTV Travelers Clubs program from nearly-dead to 15 active clubs across North America, generating 10k+ annual in-person event attendees and establishing owners as authentic brand ambassadors
- Designed and deployed end-to-end events platform for Clubs program (full-stack) – identified the gap (club leaders coordinating manually), shipped immediately rather than delegate
- Established repeatable framework for capturing community sentiment and translating it into product development signals
- Supported dealer ecosystem of 50+ North American dealers actively using proprietary platform; maintained 100 NPS dealer satisfaction score
- Scaled YouTube channel to 70MM+ views and 300k subscribers

#### **Platform & Product Architecture**

- Architected dealer management platform serving 50+ dealers with real-time ordering, inventory, CRM, LMS, and survey systems
- Built RESTful API serving customer (MyLTV owners platform) and dealer functionality
- Modernizing legacy WordPress marketing infrastructure to headless architecture (WIP)

**Technical Stack:** TypeScript, React, Next.js, PostgreSQL, Wordpress, Drizzle

### **Aurora Linens**

**2015 - Present**

*Managing Partner*

Co-founded and operate a DTC brand selling custom bedding for recreational vehicles. Day-to-day operations include fulfillment, accounting, and strategic growth. Led company to sustainable, consistent growth since inception.

### **Collectif**

**2012 - Present**

*Principal, Software Engineer*

Co-founder and owner of bespoke creative agency. Handle operations, financials, and lead development projects focused on elevating brand identities of local businesses.

## Skills and Competencies

**Leadership & Strategy:** Team leadership and development, cross-functional collaboration, ecosystem thinking, strategic product influence, community building at scale

**Engineering:** Full-stack development (frontend/backend/DevOps), platform architecture, authentication systems, API design, database optimization, CI/CD pipelines

**Technologies:** TypeScript, JavaScript, React, Next.js, Node.js, React Router, MongoDB, PostgreSQL, Prisma, Tailwind CSS, Vercel, AWS, Docker

**Developer Tools & Ecosystem:** RSC/Server Components, serverless functions, modern tooling, developer-first infrastructure, understanding how developers choose tools and frameworks

## References

**Aaron Francis**

*Character Reference*

*Additional references available upon request.*