

Sam Chung

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SUMMARY

Chief Technology Officer with a record of turning machine learning, agentic systems, data platforms, and production software systems into profitability, step-change gains in performance, and stronger customer retention. Led technology at Peachy through growth from one studio to 15 locations, after owning performance-critical platforms at Citadel and scaling core infrastructure at Qualtrics. Recent work focuses on compliant, scalable agentic systems that reshape the economics of aesthetics businesses.

EXPERIENCE

Peachy | Chief Technology Officer

Jan 2022 - Mar 2026

Joined Peachy at one studio and led technology strategy as the business grew to 200 people and 15 locations across New York, Chicago, Washington, D.C., Atlanta, and Charlotte. Built and led the engineering and design organization from 0, spanning software infrastructure, internal operations, and customer experience.

- Developed a machine-learning system for facial landmark detection and injection-site dosage planning that cut training cost and time-to-value by 50%, reduced average treatment time from 48 minutes to 30 minutes, enabled a 40% increase in clinical utilization, raised treatment NPS from 66 to 78, and significantly improved profit margins.
- Built the company's data warehouse, reporting layer, and cross-touchpoint pipelines, giving leadership visibility into operating performance and enabling decisions that improved net profit margin from -23% to +17% over 2 quarters.
- Launched an AI-enabled SMS platform across growth marketing, NPS, and customer support, strengthening customer engagement and increasing retention by 14% over 2 quarters.

Citadel | Senior Software Engineer

May 2019 - May 2021

Worked on nanosecond-latency counterparty risk systems, plus transaction, clearing, and event infrastructure at a leading multi-strategy investment firm and market maker, where system performance directly shaped trading decisions and P&L.

- Drove modernization of the event backbone from MQ to Kafka, increasing trade-processing throughput by 14x across time-sensitive workflows.
- Redesigned the next-generation trade clearing and settlement platform, reducing processing costs and delivering an estimated \$60M in annual fee savings.
- Built distributed caching and aggregation capabilities that provided real-time visibility across 2 million transactions per minute, improving operational awareness and decision speed.

Qualtrics | Software Engineer, Core Platform

Aug 2017 - May 2019

- Developed company-wide inter-service event infrastructure on Kafka and owned client implementations for every supported language, used by every engineering team.
- Instrumented public APIs for reliability, latency, and product usage, improving API success rates from 90% to 99.99%.
- Built shared dashboarding and alerting infrastructure for code-generated APIs, supporting 12% growth in usage and a 99% reduction in failure rates.

SKILLS

Leadership: Technology Strategy • Engineering Team Building

Systems: Distributed Systems • Event-Driven Systems • Performance & Reliability

AI & Data: Applied Machine Learning • Agentic Systems • Data Platforms & Analytics