David Yu

Chief Technology Officer

David Yu is Chief Technology Officer at Houseful and an experienced leader, technologist and self-described "data nerd". He has a consistent track record of success in harnessing the power of data to drive unique customer experiences and business value.

Prior to his role at Houseful, David was Director of Software Engineering at OJO, where he led numerous teams in data analytics, machine learning and AI, and built the critical infrastructure for the core platform of OJO. His team also developed the R2D2 (Revenue Recovery and Deal Detection) process which leveraged MLS, OJO and public record data to identify $1 million in unreported revenue. He operated and optimized the two-sided marketplace to pair consumers with real estate agents, while providing actionable insights for downfunnel processes and business analytics.

David started his career at Dachis Group (now Sprinklr), where he developed business-facing applications to monitor and track the effectiveness of social media campaigns with major brands including, Red Bull, Coca-Cola and ESPN.

He went on to lead the data team at MainStreetHub (now GoDaddy), managing and optimizing the lead system for the company's more than 300 sales team. He was responsible for creating an in-house lead sourcing system, which saved millions of dollars in paid lead sourcing, while also generating tens of millions in revenue from sales.

At Avention (now Dun & Bradstreet), he worked with the search team to develop a low-latency, high-volume business information match-and-append system.

Driven by his passion for building software, David takes pride in providing the best environment for engineers and managers to thrive. His goal is always to find the win-win-win for his team, the company and technology.

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