

Vice President of Engineering

Remote – Full-Time | Equity-Based Compensation w/Rev Share

About Potluck, Inc.

Potluck is a Nashville-based consumer social app that makes planning and organizing events, outings, and trips seamless. Our platform creates a private space for guests to share photos, stories, and stay connected — simplifying the coordination of life's most meaningful moments.

Our mission is to combat loneliness by encouraging more in-person gatherings with friends, family, and loved ones. Potluck isn't a recommendation engine or a way to meet new people.

Our users already have social lives—we exist to help them stay meaningful.

The Role

We're seeking a **Vice President of Engineering** to join Potluck during a pivotal stage of growth. This is a **hands-on, remote position** ideal for a strategic builder ready to drive our platform forward and lead our engineering team from the ground up.

What You'll Do

- Lead **hands-on coding and development**, working closely with the Founder to make business-critical technical decisions.
- Develop and execute a **scalable engineering strategy** aligned with our growth and user-centric mission.
- Build and lead a **world-class engineering team**, hiring talent as the company scales.
- Shape the technical vision for a **revenue-first, user-prioritized product** in a fast-paced, iterative environment.

Why This Role is Unique

- **Impactful and Challenging:** Join early in a high-growth, revenue-generating startup tackling an important social issue.
- **User-Centric Product Development:** Build a subscription-based platform focused on meaningful connections—not ad-driven models.

- **Flexibility to Innovate:** We prioritize iterative learning over rigid planning. You'll help determine what comes next.

What This Role is NOT

- A corporate role with routine KPIs tied to lines of code.
- An idea-stage startup. Potluck is already in-market, generating revenue, and showing traction with a 4:1 LTV:CAC ratio and churn below 5%.
- A "give it away for free and sell ads" startup. We're focused on subscriptions, ensuring we prioritize users, not advertisers.

Compensation

This role begins as **equity-only**, with an above-market equity offer reflecting the early-stage nature of the opportunity. **Revenue share** kicks in upon hitting certain near-term milestones. Full salary and benefits are expected following:

- Successful close of our Seed Round (targeted for 1H 2025), or
- Achievement of revenue milestones enabling self-sustained operations without further outside funding.

Potluck is designed to avoid the perpetual VC funding cycle, so success will always be measured on revenue growth.

Who We're Looking For

You're passionate about solving the epidemic of loneliness through technology. You bring a mix of technical expertise, leadership, and entrepreneurial spirit to help Potluck continue its growth as the **top new entrant in the market**. This is more than just a job—it's a mission to build meaningful connections.

Ready to join the movement? Apply now and help shape the future of Potluck.

Qualifications

- Engineering Management and Team Leadership skills
- Software Development expertise
- Project Management abilities
- Experience in Product Development

- Strong analytical and problem-solving skills
- Excellent communication and interpersonal skills
- Ability to collaborate effectively with cross-functional teams
- 3+ years experience and B.S. in engineering, Computer Science, or related field OR Bootcamp completion with specific experience as product lead for a B2C company

Demonstrable Technical Skills in the following:

- Required:
 - Python
 - React
 - SQL
- Great to have:
 - Flask
 - Postgres
 - Tailwind
 - Heroku
 - Twilio/Sendgrid

Move to the front of the line:

- You host your own social events. (Birthdays, Friendsgivings, BBQs/Cookouts, Family events, etc.)
- You have experience working in hospitality and service, giving you a fundamental understanding of human nature. (Fast food, coffee shop, waiter/bartender, etc.)
- You live in the Southeast, the Central Time Zone, or best yet in Nashville.