Marty Weiner

He watched spam and bots flood Reddit and Pinterest. Now he is building the fix.

Marty joined Pinterest as its second engineer and became Reddit's first CTO in 2015. At both companies he ran the fight against spam, bots, ban evaders and bad actors on platforms used by hundreds of millions of people, and today he is building VerifyYou.

Pinterest FOUNDING ENGINEER

Joined as its second engineer and later managed BlackOps, the team that fought spam.

Reddit FIRST CTO

Doubled engineering and built the anti-evil team against spam, harassment and abuse.

VerifyYou CO-FOUNDER AND CTO

Building HumanCheck, so platforms know a real person is on the other end.

234M

MONTHLY VISITORS

Reddit had about 234 million monthly unique visitors while Marty was its CTO.

TECHCRUNCH · MAY 2016

60%

FEWER SPAM REPORTS

His team at Reddit cut incoming spam reports by about 60 percent within a few months.

TECHCRUNCH · MAY 2016

50%

FEWER SPAM CLICKS

Pinterest halved the number of people clicking on spam in six months while he managed BlackOps, its anti-spam team.

MARTECH · FEB 2015

~~4h~~ → ms

TIME TO STOP AN ATTACK

Within a year his Pinterest team went from four hours to a day per attack to dismantling entire attacks in milliseconds.

MARTECH · FEB 2015

The stories he tells

EACH ONE HOLDS AN EPISODE

01 What breaks first past a hundred million people

Marty was Pinterest's second engineer and later Reddit's CTO while it served more than 230 million people a month, so he can take a host through what cracks first when growth outruns the plan and which fixes actually held.

02 Why banning somebody stopped working

A banned account that returns an hour later under a new name turns the ban into a speed bump, and Marty explains what it takes to make coming back cost more than it pays.

03 What the bot economy looks like from the inside

Spam rings and fake accounts run as businesses with suppliers, customers and margins, and Marty describes how that economy looked from BlackOps at Pinterest and the anti-evil team at Reddit.

04 Make fraud cost more than it pays

His rule for stopping fraud is to make it more costly to commit than the economic incentive, and he can walk through how that one idea shaped the systems his teams built at Pinterest and Reddit.

05 Why the internet is about to need proof of a human

AI can now write, talk and click like a person for almost nothing, so Marty makes the case that every platform will soon need to know a real human is on the other end, and he explains what that means for everyone online.

BOOK MARTY

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CLIPS, HOST QUESTIONS AND DOWNLOADS

marty-weiner-epk.vercel.app

Questions hosts can ask

Q01	You were Reddit's first CTO. What did you walk into on day one, and what did you fix first?
Q02	What breaks first when a platform grows past a hundred million people?
Q03	At Pinterest you ran a team called BlackOps. What did fighting spam look like there?
Q04	Your Pinterest team went from hours to milliseconds to take down an attack. What changed?
Q05	Why does banning a bad actor so rarely keep them out?
Q06	You say the way to stop fraud is to make it more costly to commit than the economic incentive. Where have you seen that work?
Q07	Who actually runs the bot economy, and how do they make money?
Q08	How does cheap AI change the math for spammers and fraudsters?
Q09	What happens to online communities when anyone can generate a thousand convincing people?
Q10	Why did you start VerifyYou, and why now?

Selected appearances

2026	CO-HOST	**Last Humans in the Loop**	Weekly show on AI with Chris Slowe and Zach Weinersmith
2026	TALK	**AI Is The New App, with Chris Slowe**	Startupfest, Montreal
2025	TALK	**AI: The 'Oh S&!t' Talk**	Civo Navigate, San Francisco
2024	PODCAST	**Scales of Success, episode 7**	Guest of host Marcus Arredondo
2024	PODCAST	**In The Mixx, episode 1**	Guest of Kate Byrne, Justin Lumpkin and Ben Benson
2023	KEYNOTE	**IPO Growth Strategies, with Nick Caldwell**	Civo Navigate, London
2017	KEYNOTE	**Von 0 auf 300**	Digital Festival, Zurich
2016	TALK	**How to Handle Explosive Startup Growth**	Startupfest, Montreal
2016	PRESS	**Reddit CTO Marty Weiner on building a home for the internet's wildest community**	TechCrunch
2015	PRESS	**Reddit names Marty Weiner, founding engineer at Pinterest, its first CTO**	TechCrunch

Logistics

BASED IN	Charlottesville, Virginia · US Eastern Time
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Short bio

Marty Weiner is co-founder and CTO of VerifyYou, the company behind HumanCheck. He was Reddit's first CTO and, before that, a founding engineer at Pinterest, where he scaled the service and then built BlackOps, the team that fought spam. At both companies he led the fight against spam, bots, ban evaders and bad actors at internet scale. He co-hosts the podcast Last Humans in the Loop.

Assets

Headshots, a transparent portrait cutout, VerifyYou logos, short and long bios, and every clip are one click away on the press kit page.

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BOOK · MARTY@VERIFYYOU.COM

Figures cite TechCrunch (May 2016) and MarTech (Feb 2015); sources are linked on the press kit page. Reddit and Pinterest marks belong to their owners and appear only to describe Marty's past roles.