

Highlights

- 14+ years of management experience and 18+ years of software development experience
- Recruited, coached, and mentored teams from 0 to 17, including other leads
- Architected and scaled infrastructure from scratch and up to 40 million requests per day
- Led organizational product and engineering vision and strategy
- A believer in leadership as service and empowerment of others
- Humble, approachable, and continuously improving

Freelance

Jun 2020 – Present
Remote

Architecture Strategy

Recruitment

Digital Transformation

Product Elixir PostgreSQL

AWS GCP

Strategic Advisor and Programmer

Summary: Freelancing for various EU and US clients, I delivered strategic consulting and digital transformation projects for clients large and small, NGOs and commercial. Re-engaged with hands-on technical work.

Notable Projects:

- **Wunderwork.io:** When the CEO from my previous position founded his own HR tech firm, I co-developed a go-to-market strategy, candidate-talent matching strategy and single-handedly built out the MVP. We created a very thoughtful onboarding funnel that led to the acquisition of 100+ candidates a few weeks after launch, with a 70% completion rate.
- **The Outreach Team (TOT):** Provided strategic consulting services to help TOT facilitate a digital transformation to improve operations for their signature collection campaigns - operations that impact thousands of temp workers and millions of collected signatures. I outlined a tech roadmap, designed and executed learning field tests, and sourced vendors. I led vendors to on-time, on-budget delivery. So far, early efficiency gains are extremely positive.
- **Schmidt Futures:** As Eric Schmidt's philanthropic initiative looked to grow from a few hundred grants a year to several thousand, the organization needed tooling for grant management, tracking, and accountability. I evaluated, recommended, and helped persuade the board on a buy or build decision. After building support on the board, Schmidt Futures built up its internal team to pursue the initial product vision I developed - an innovative and flexible system to aggregate KPIs for grant initiatives with very diverse goals.

Hays - Paladine Corporate Start-up

April 2022 – Sep 2022
Berlin

Architecture Strategy

Head of Engineering

Summary: Hired to lead local, remote, and offshore development teams as a part of a corporate start-up. The role encompassed all technology components, including strategy, resourcing, DevOps, security, and development. Ultimately, the company decided against launching the product. The entire leadership staff departed.

GG Care

Nov 2020 – Jun 2021
Remote

Elixir Phoenix PostgreSQL
Docker AWS Alexa

SuitePad

Nov 2016 – Nov 2020
Berlin

Ruby on Rails Elixir Node.js
Ember.js Java Kotlin
AMQP PostgreSQL ELK
Redis Memcached Docker
Puppet Ansible Terraform
K8s AWS

MayDay Pac

Jul 2014 – Apr 2016
Brooklyn, NY / REMOTE

Ruby on Rails Python
Django Jekyll PostgreSQL
Redis Memcached GCP
Chef

Co-founder / CTO

Summary: As co-founder, I wore many hats, primarily leading tech and product development. I architected and wrote the MVP - prioritized delivering value in small iterations while ensuring clean, well-maintained code. Outside of product/tech, I allocated significant time to marketing, copywriting, and grant writing. In the end, we attracted significant professional interest but struggled with customer traction. I left to focus on family issues.

Head of Engineering

Summary: A hands-on role responsible for leading strategy, roadmapping, analysis and scoping, building a scalable architecture, code quality, process implementation, issue triaging, resource allocation in a lean environment. Recruited and mentored team leads and members.

- Drove a welcoming team culture of quality, continuous improvement, healthy communication, and engineering best practices. Grew from 4 to 12 FT/Freelance engineers on 3 teams from 10 countries.
- Shifted delivery focus from cutting-corners to sustainable engineering best practices for fast iteration
- Simplified application and architectural complexity - reducing defect and error rates
- Continuously improved infrastructure automation, monitoring, and reproducibility, eventually migrating to Terraform/K8s
- Scaled infrastructure from 4M requests/day to 40M, from 15k managed devices to >50k
- Led prototyping of a Set-top-box and other hospitality IoT products - identifying and mitigating scaling challenges and other technical risks prior to full product launch
- Empowered other teams with training and documentation to reduce issue escalation by 90%

Director of Engineering and Digital

Summary: Led tech, product, UX, and design strategy, recruited contractors/staff/volunteers, including all lead developer responsibilities to facilitate user conversions, telephony services, donations, and analytics aggregation

- Massively reduced technical debt and simplified technical architecture: Transitioned fragmented tech services and multiple data stores into a single integrated services API
- Implemented analytics tooling to empower A/B testing and identified predictive metrics to increase conversation rates
- Continually improved internal deployment/review/QA processes through the course of a major branding relaunch
- Hands-on development of many API features in RoR backend and FE development with CSS/JS

Mobile Commons

Dec 2012 – May 2014
Brooklyn, NY

RoR Python Jekyll MySQL
Redis Memcached GCP
Chef

Rising Tide Interactive

Oct 2011 – Dec 2012
Washington, DC

RoR Python Jekyll
PostgreSQL Redis
Memcached GCP Chef

Big Window Labs

May 2011 – Oct 2011
Washington, DC

RoR JS PostgreSQL Redis
ElasticSearch Memcached
Heroku
AWS Mechanical Turk

Democratic National Committee

Sept 2010 – May 2011
Washington, DC

JS CSS HTML Ruby
Python PostgreSQL

Senior Software Engineer

Summary: Implement and maintain front-end features, JSON/XML API services on existing Ruby on Rails App

- Hands-on development of many API features in RoR backend and FE development with CSS/JS
- Structurally refactored internal PostGIS geospatial lookup API - automating shapefile import from multiple sources for easy updates
- Built a demonstration SMS<>chat app with a RoR API and Ember.js frontend to empower 3rd party integrators
- Collaborated on UI/requirements/analytics to plan and prioritize` features

Tech Lead

Summary: Led internal tech/IT strategy and client web projects, including ad integrations, microsites, email programs, and conversion optimization

- Our efforts contributed to five Senate wins, including Sen. Tim Kaine, Sen. Bob Casey, and Sen. Kirsten Gillibrand
- Led and built an internal ad reporting and analytics platform with Facebook, Google, and internal API integrations - reducing reporting burdens and empowering ad buying team to execute faster

Fullstack Engineer - Freelance

Summary: MVP Development for a campaign email logging system called Traceful - a service to create a demographically representative set of personas for the purposes of collecting and identifying trends in campaign email communications.

- Aggregated and analyzed municipal data sources to build a sample of fictitious email personas
- Build an integration to Amazon's mechanical turk to leverage remote workers to submit subscription forms to thousands of campaigns
- Used ElasticSearch to develop simplistic vocabulary and tone analysis dashboards to compare campaigns from Democratic vs Republican senders

Frontend Developer

Summary: Provided general front-end and responsive development and analytics support, drove SEO strategy. Initially hired on 6-week contract that was extended to 8 months.

- One of three devs to launch Barack Obama's first 2012 campaign site, assisted with API design
- Built DNC's first electoral mobile sites, implementing polling place lookups with geolocation capabilities
- Tested and optimized donation pages, increasing contributions by 73% and amount contributed by 7%, amongst other results

Orbital Voice

Jan 2006 – Aug 2010
Boston, MA

JS CSS HTML

Ruby on Rails Python PHP

PostgreSQL MySQL

Mullen

Oct 2002 – Dec 2005
Boston, MA

Babson College

May 2002
Boston, MA

Founder

Summary: As the project manager, information architect and developer, drove the creative process from pitching new business, defining business objectives, and developing messaging through execution, dev, and deployment.

- Grew my digital shop from zero to \$350K in revenues, leading teams from 3 to 10 persons
- Managed and developed executions including online ads, blogs, web apps, newsletters, and collateral
- Notable projects: video sharing site, B2B art framing app, music video app, real estate app

Account Executive

Summary: Managed vendors and internal teams to deliver integrated print, broadcast, and collateral executions on time and within budget. Developed, presented, and "sold" creative/strategic recommendations.

- Crafted estimates and shepherded client and vendor contracts worth over \$30MM
- Pitched and Secured \$1.2MM for client-sponsored television documentary production and distribution
- Led media team on \$17.5MM print and cable ad buy, carefully supervising the media matrix

Assistant Account Executive

- Led PSA distribution from vendor selection to delivering \$2.8 MM in donated media time
- Coordinated our \$300K nationwide casting search to develop an integrated testimonial campaign

Bachelor of Science in Business Administration