

Software Engineering Leader · Engineering Management · Cloud-Native Applications · AI & Emerging Tech

20+ years in software development and technical management, with 15+ years of progressive leadership building and scaling engineering teams. Consistent track record managing multiple teams, driving Agile transformation, and delivering predictable results in enterprise and startup environments.

- Data-driven leader solving complex, ambiguous problems for business partners and end-users
- Champion of high-impact process improvements and change management, including Agile transformation and cloud-native migrations
- Strong track record building cross-functional relationships with stakeholders and senior leadership in high-visibility environments
- Led on-site, remote, in-house, and offshore teams to deliver on time and within budget

EXPERTISE

Leadership

Engineering Management, Talent Acquisition/Development/Retention, Vendor Management, Project Management, Requirements Gathering, Data Analytics/Reporting/Modeling, Business Intelligence, A/B Testing, Coaching and Mentoring, Program Management, Accessibility, SDLC, CI/CD, Agile, Certified Scrum Master, DEIB, Geographic Information Systems (GIS)

Languages & Frameworks

JavaScript, Python, Node, Express, React, Java, PHP, SQL, NoSQL, PostGIS, Django, Drupal, WordPress, HTML, CSS

Tools & Infrastructure

AWS, Google Cloud Platform, Atlassian Suite, Kubernetes, Docker, Terraform, Git, SonarQube, Jenkins, Semaphore, Claude, Cursor, Microsoft 365, Content Delivery Networks, Content Management Systems, CRMs

AI & Emerging

Generative AI, Agentic Workflows, LLM Tooling, AI Policy and Governance

EXPERIENCE

SPEXI GEOSPATIAL, Vancouver, BC

Senior Engineering Manager (Jun 2024 - Present)

Geospatial drone data platform (Series A). Managed up to 10 direct reports across two product teams (Customer and Pilot) spanning front-end, back-end, infrastructure, geospatial processing, and mobile; served concurrently as Scrum Master for both teams.

- Co-designed and launched the company's first performance review process and career leveling framework
- Drove DevOps culture and practice: improved code coverage from ~25% to 65% via SonarQube quality gates, established CI/CD working group, improved pipeline reliability across 7+ repos
- Reduced production support incident time-to-resolution by 38% through structured on-call rotation and incident management maturation
- Hired 5 senior engineers to address critical capacity gaps; managed a performance improvement process
- Maintained sprint velocity through simultaneous new hires, unplanned departures, and ambitious timelines
- Built Business Intelligence from scratch with 100+ queries/dashboards; gave Sales, Ops, Product and Finance first visibility of delivery status, product availability, network capacity and pilot behavior
- Championed team-wide adoption of AI-assisted development tooling (Claude, Cursor); developed usage policies and best practices for consistent, responsible deployment
- Delivered key OKRs: security audit (zero vulnerabilities), Salesforce integration, orthomosaic tileserver, and Standard Imagery API

VERITREE, Vancouver, BC

Technology Management Consultant & Agile Coach (Nov 2023 - Jun 2024)

Nature-based climate solutions startup. Contracted by C-suite to drive faster and more predictable delivery across the engineering org.

- Guided product and engineering teams toward predictable delivery in an agile framework
- Established and codified organizational and technical best practices; managed resource gaps, allocation optimization, and hiring
- Provided evidence-based recommendations to C-level leadership for further improvements
- Fulfilled product owner responsibilities for the entire platform, then selected and onboarded a full-time replacement

THINKIFIC, Vancouver, BC

Engineering Manager (Sep 2021 – Jul 2023)

Canadian edtech platform for online course creation (Series C). Led multidisciplinary, remote teams of up to 10 contributors on high-visibility initiatives with projected annual returns over \$10M.

- Managed Flutter mobile development team (5 FT, 5 contract engineers)
- Planned, scoped, and launched Communities, a new pilot product bringing a new revenue stream to market; led 8 SDEs in React and Ruby
- Led Course Builder React migration with a team of 5 SDEs, making the core product more secure, supportable, and scalable
- Executed transition to Scrum methodology; established quarterly/annual OKRs with cross-functional peers
- Provided coaching and mentorship for managers, and individual contributors at all levels

MAJOR LEAGUE BASEBALL, New York, NY

Associate Director, Software Engineering (Apr 2018 – Sep 2021)

Lead Software Engineer (Dec 2015 – Apr 2018)

Senior Producer, Partner Solutions (Apr 2012 – Dec 2015)

Marketing Producer (Sep 2010 – Apr 2012)

- Supervised teams of up to 10 multidisciplinary FTEs, responsible for security, reliability, performance, and regulatory compliance of 100M+ MAU applications for e-commerce, streaming, subscriptions, data analysis, marketing and outreach
- Shepherded 350+ web properties through the entire SDLC, from concept to scale and long-term support, for MLB, its teams and its partners, including associated leagues and teams, national sports leagues (NHL, WWE, PGA), media networks (HBO, SportsNet), athletes, celebrities, and more
- Hired and managed engineering, product, design, and testing teams; provided technical guidance to SDEs, SDETs, and PMs at all experience levels
- Facilitated creation and iteration of OKRs and management frameworks across departments, resulting in increased velocity, predictability, and consistently exceeded KPI targets
- Navigated MLBAM's partial acquisition by Disney, coordinating a team split between organizations while maintaining delivery continuity, and subsequent VP-level management reorganization
- Led department normalization on Scrum, optimized development and deployment workflows, actively contributed to codebases, and responded to major incidents on-call
- Identified and escalated a state actor attack during the MLB All-Star Game by independently diagnosing anomalous traffic via GCP logs and coordinating directly with Google Cloud partners while maintaining service availability
- Built geospatial data visualizations, including one supporting MLB's Congressional lobbying efforts
- Developed interfaces for marketing, e-commerce, and streaming; created properties with 1M+ MAU; supported 50x traffic scaling events
- Responsible for all digital marketing and e-commerce for the Houston Astros

CBS TELEVISION DISTRIBUTION, New York, NY

Webmaster (Sep 2007 – Sep 2010)

Managed digital presence of the Rachael Ray show, overseeing 5 vendor teams of up to 4 engineers and designers each.

- Selected hosting, development and design vendors; negotiated contract terms and SOWs
- Led migration scaling the active community from 5 to 10 figures while reducing annual operating costs 25%
- Designed and led development on primary site, 70+ microsites, daily direct-marketing campaigns, and a novel segment production CRM tool; modernized security, analytics, virtualization, and version control
- Webby Awards Official Honoree in three categories including Best Practices, recognized for visual design, interactivity, functionality and user experience

EARLIER CAREER

Export Controls Consultant, MK Technology, Washington, DC - 2006 – 2007

Lifeguard Instructor & WSI, American Red Cross, New York - 2005

Emergency Medical Technician, Israel and New York - 2001 – 2005

EDUCATION

MS, Technology Management | New York University | 2014

BA, Comparative Literature | Binghamton University | 2005

Certified Scrum Master | Scrum Alliance | 2018 - Present