Greg Heidel

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PROFESSIONAL EXPERIENCE

Shelfbucks | Austin, TX   Aug 2017 - Present

In-store Merchandising Optimization Mobile Media Platform programs for continuous improvement Insights Smart Displays Data Analytics CPG's Retail.

Senior Full Stack Web Developer
- Defined, designed and implemented features for the Shelfbucks data team.
- Applications included several tools for managing and updating data on the Google Cloud Platform using BigQuery.
- ETL workflow originally written in Google Cloud Dataflow and then ported to Apache Airflow.

  Technologies Used: Python, Javascript, React.js, Redux, Web sockets, JSON, Git, Webpack, Flask, Tornado Web Server, Google Cloud Platform, Ant Design

ForeFlight | Austin, TX   Oct 2015 - Aug 2017

ForeFlight is a class leader in mobile aviation software for iOS devices. Pilots worldwide depend on ForeFlight for flight planning, charts, weather, airport information, document management, synthetic vision and more.

Senior Full Stack Web Developer
- Defined, designed and implemented features for the ForeFlight web application.
- Major features includes the new logbook, airport information and maps improvements..

  Technologies Used: Python, Javascript, React.js, Flux, JQuery, JSON, Git, Gulp, Mocha, SinonJS, Tornado Web Server

Demand Media, Inc. | Austin, TX   Dec 2007 - Aug 2015

Demand Media, Inc. is a content and social media company. Through DemandStudios.com, Demand Media creates and curates online content for it's various owned properties such as eHow, LIVESTRONG and Cracked, as well as for partners and customer properties.

Senior Full Stack Engineer
- Defined, designed and implemented features for the DemandStudios.com website.
- Major features includes a new rich-text online editor, an internal contributor search tool, integrating the DM original photography tool with the new editor and content renovation.

  Technologies Used: Python, MongoDB, Javascript, BackboneJS, SQL Server, ElasticSearch, Redis, CherryPy, C#/.NET, REST, S3, HTML, LESS, Handlebars, JQuery, SQL, JSON

Senior Technical Lead   June 2013 - Jan 2014
- Define, design and implement the TopShelf product. This is a web app implementation that support fast data mining to analyze TLD data.

- Define and implement a new TLD platform and toolset that was used for selecting and pricing new TLDs (top-level domains)

  Technologies Used: Python, Javascript, AngularJS, Flask, MySQL, Sphinx Search Server, REST, NLTK, JQuery, SQL, JSON

Senior Technical Lead   Jan 2011 - June 2013
- Define, design and implement the RSSGraffiti product. RSSGraffiti was a web app and Facebook app that provided the ability to post RSS feed entries to Facebook. RSS Graffiti at one point in time was posting close to 1% of all Facebook posts.
- Designed and implemented the REST APIs
- Implemented the PayPal subscription payment implementation
- Implemented the data analytics platform

  Technologies Used: Python, Javascript, Tornado, AWS, gUnicorn, Pandas, PayPal, statsd, JSON

R&D Technical Lead   Jan 2010 - July 2012
- Developed a variety of research projects and applications based on requirements from the VP of Innovation including iPhone and iPad apps, web applications, research and analytics tools and data analysis modeling.Designed and implemented the REST APIs

  Technologies Used: Objective-C, Python, Pandas, HTML

Development Manager   Dec 2008 - Jan 2010
- Software development manager for a team of fourteen software developers and QA who developed and supported the Demand Studios website
- Worked with Product Managers to define and schedule features and tasks
- Coordinate and integrate with other development organizations within the company
- Reviews, evaluations, and hiring of team members
- Implement and support SCRUM agile development methodology

  Technologies Used: SQL, SCRUM, JIRA

Video Production Manager   Dec 2007 - Dec 2008
- Managed a video production team of ten team members
- The video team was responsible for creating SEO-optimized accurate text content that would produce improved search results for video content

  Technologies Used: SQL, C#

Pitney Bowes, Inc. | Austin, TX   June 2003 - Dec 2007
Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce.

Spectrum Enterprise Server Director of Development
- Spectrum is a suite of products that included data integration, spatial data, geocoding and customer modeling and prediction

- Led a team of architects, developers and quality assurance engineers in the initial architecture, design and development of an enterprise data quality management solution. The product was a multi-threaded, high performance, scalable dataflow engine with a graphical user interface. The product ran on over ten different platforms and included a client software development kit that supported C, C++, .NET, Java and web services interfaces.

  Technologies Used: Java, Spring Framework, Jetty, JSP, JMS, JAXP, HSQLDB, AOP, Web Services, .NET/C#, Maven

Momentum Software | Austin, TX   May 2001 - June 2003
Momentum Software provided a variety of technical consulting services specializing in Java architecture, design and development.

Director of Web Services
- Develop business plan and technical expertise for Web services, providing technical pre-sales consultation and architecture review and providng architecture, design and training to clients and evaluating web services technologies and platforms.
- Served as a project development manager for a team of developers on several consulting projects
- Spoke at Austin Software Council, Austin Java Users Group and various Web Services seminars. Web services articles published in Web Services Journal. Obtained various Java/J2EE certifications.

  Technologies Used: Java, J2EE, JSP, JMS, JAXP, JAXB, Web Services, XML

eLoyalty | Austin, TX   June 1998 - May 2001
eLoyalty is a provider of business transformational solutions, assisting its clients to effectively manage the customer experience.

Director of Development
- Developed the architecture, design, and implementation of the n-tier Loyalty Suite offering.
- Provided technical management for multiple development teams in a very dynamic environment
- Authored numerous technical and business documents including software requirement documents, detailed and high-level design documents, architecture documents and several white papers.
- Prime technical resource for technical pre-sales presentations.
- Presented current and future architectural directions for the suite of products to existing and potential customers, existing and potential partner candidates, investors and senior-level field architects and designers.
- Developed the architecture and design based on J2EE best practices and design guidelines
- Managed development team through the first two releases.
- Project management, scheduling, performance reviews, and task assignments.
- Instituted and participated in design and code reviews. Design was accomplished using use case studies, iterative analysis and design and the Unified Modeling Language for the documentation notation.
- Assisted with the development of training material for field consultants.
- Presented at multiple internal architecture training sessions

Technologies Used: Java, J2EE, JSP, JMS, JAXP, JAXB, Web Services, XML

EDUCATION
- **California State University at Sacramento**   Jan 1988 - Dec 1991
  - BS in Computer Science, Minor in Math and Business Administration

- **OTHER SKILLS AND INTERESTS**
  - Volunteering - Austin Partners in Education, World Vision, Invisible Children
  - Mobile application development - Investigating native and hybrid mobile development