



# Addam Hardy

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## 📋 WHAT I'M ABOUT

I'm a builder. I need a place where I can build. Build people. Build process and infrastructure. Build connections and relationships. Build teams. I need a place where I can enable. Enable people to push past the limits they think they have. Enable the business to accomplish what was previously thought impossible. Enable people to believe in themselves.

## 🧠 SKILLS

### Software Development

*Python, Javascript, Go, Ruby, Ruby on Rails, Java, etc, etc...*

*Ultimately, I am a software engineer. Not only by trade but by personal interests and hobbies. I could list many different languages I have had experience with but the most important point is that I am personally driven to learn and research new things all the time. I know several languages and techniques and if I don't know it, I can probably learn it easily and quickly apply it to any task I am given.*

### Engineering Leadership

*Leading developers is what I am most passionate about. Work is work. There's no escaping it. It's time away from your family. It's time away from your real life. We all have to do it. But it doesn't have to be miserable. An environment where the team can trust and rely on one another as well as enjoy working together is the the key to developer happiness and hyper productivity.*

## 👜 PROFESSIONAL EXPERIENCE

### VP, Engineering

2017 Aug – 2021 Dec

*RichContext (acquired by The Stable)*

Minneapolis, MN

- Led engineering, data, and analytics teams for an industry leading retail shopper marketing and adtech platform supporting the world's largest CPG and grocery brands in Walmart, Amazon, Target, Kroger, and many other retailers.
- Designed architecture enabling millions of shoppers to view and convert on products for many of the worlds leading brands.
- Awarded US Patent for geospatial image server allowing dynamic location based product content.

### Director of Engineering

2016 Apr – 2017 Aug

*Lofty Labs*

Fayetteville, AR

- Led project planning, architecture, and development in a rapid development consultancy environment.

- Lead Software Engineer** 2014 Mar – 2016 Apr  
*DataRank (acquired by Simply Measured)* Seattle, WA
- Led user application architectural design and development on Simply Measured's Consumer Research Division (formally known as Datarank).
- Lead Developer** 2013 Feb – 2014 Mar  
*RevUnit* Bentonville, AR
- Led engineering design and implementation for RevUnit's clients on a wide range of digital products. Focusing on iOS and Android mobile applications, Ruby on Rails web applications and Single Page Javascript applications using Backbone and EmberJS.
- Software Developer, Contract** 2012 Oct – 2013 Feb  
*IdeaLoop* Dallas, TX
- Javascript developer for IdeaLoop clients. Primarily focused on enterprise level JavaScript applications.
- Senior Developer** 2012 May – 2012 Oct  
*MobileFWD* Fayetteville, AR
- Developer on the Trivial and Piction iOS games as well as developed Ruby on Rails applications for back-end administration of the app for management and user monetization and engagement analytics.
- Full Stack/Ruby on Rails Developer** 2011 Nov – 2012 May  
*SocialVolt* Overland Park, KS
- Worked as the user interface developer and augment to the back-end team on a Ruby on Rails enterprise level social media management platform. Took color-comps from the designer and implemented them to spec using CSS3 and HTML5 with SASS and Javascript.
- Ruby on Rails Developer** 2011 Feb – 2011 Nov  
*NORMES, University of Arkansas* Fayetteville, AR
- Developed a Ruby on Rails testing application to be used by the Arkansas Department of Education for the collection and analysis of education metrics.
- DCGS Cloud Software Engineer** 2011 Nov – 2012 May  
*MissionFocus* Columbia, MD
- Developed Map/Reduce algorithms to process and analyze HUMINT reports for U.S. Army data sources.
  - Developed front-end JavaScript applications using ExtJS framework to enable easy access to the reports stored on the HADOOP file system
- RTRG Software Engineer** 2007 Apr – 2010 Jun  
*National Security Agency* Honolulu, HI
- Co-created, developed and designed all versions and phases of the current implementation of the Dark Mist Framework. An integrated, plugin-based web 2.0 framework capable of being applied to many missions and data-sets - This has saved hundreds of man-hours in analysis and has significantly decreased the initial training for new analysts. Working as a Senior Developer on the project developing new ideas and methods to implement.
  - Identified weaknesses and potential improvements in workflows and analytical processes used by several missions and designed and developed software, processes, and technologies to greatly increase efficiency, decrease duplication of effort, enhance collaboration and directly impact the overall success of the mission.

## EDUCATION

**B.Sc Computer Science**  
*University of Arkansas*

**A.Arts Korean Language**  
*Defense Language Institute*

**B.Arts US History**  
*American Public University*

## PATENTS

**Systems, devices, and methods for presenting customized content through web API**  
*US 11,010,447 B1*

## CERTIFICATIONS & LICENSES

- AWS Certified Solutions Architect
- AWS Certified Developer
- Amateur Radio Technician License
- Amateur Radio General License

## AWARDS

|   |      |
|---|------|
| <b>Joint Service Commendation Medal</b><br><i>US Army, National Security Agency</i> | 2010 |
| <b>Arkansas 40 Under 40</b><br><i>Arkansas Business</i>                             | 2019 |
| <b>Fifth Fastest Growing Solution Providers</b><br><i>AdWeek</i>                    | 2020 |

## SPEAKING

|  |                             |
|--|-----------------------------|
| <b>E^HACKATHON London: Omnichannel Day</b><br>Reinventing Digital Commerce: Extracting Value out of the Digital Path to Purchase | 2019 May   London, UK       |
| <b>Walmart E^HACKATHON 2019</b><br>Developing a Retail Technology Mindset: Design Sprint Primer                                  | 2019 Mar   Bentonville, AR  |
| <b>Little Rock Tech Fest</b><br>Apache Spark & MLlib   | 2016 Oct   Little Rock, AR  |
| <b>NWA Tech Summit</b><br>Decision Trees, Data Science, and Machine Learning: Using Entropy to Discover Path to Purchase         | 2015 Nov   Fayetteville, AR |

**NWA Ruby Group**  
*Group Organizer*

2016 – present

**Hacktivate**  
*Founder*  
Hackathon and Community Group

2013 – 2015  
Northwest Arkansas



**LANGUAGES**

Korean                      ● ● ● ● ●  
Spanish                    ● ● ● ● ●  
Russian                    ● ● ● ● ●

French                      ● ● ● ● ●  
Italian                     ● ● ● ● ●