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Top Skills

Troubleshooting

Linux

Hadoop

Certifications

Product Management Foundations

Conscious Business

Adam Whitlock

Head of Engineering @ Behavure AI
Madison, Wisconsin, United States

Summary

Engineering leader with over a decade of experience building and scaling high-performing teams across B2B, B2C, and B2SMB products – especially in data and security-focused domains. I thrive at the intersection of technical depth, product thinking, and people leadership. From driving SOC 2 and ISO 27001 compliance to closing deals with Fortune 500 clients, I've led engineering in ways that directly impact the bottom line.

Currently Head of Engineering at Behavure AI, a company born from my leadership at Scuba Analytics. At Scuba, I built and led a 25-person org spanning DevOps, SRE, and multiple feature teams, securing partnerships with Salesforce, Microsoft, and other enterprise clients. Today, at Behavure, we're a smaller, mission-focused team carrying forward that same DNA. We're applying deep analytics and fast iteration to empower business users with actionable insights.

I lead from the front: mentoring teams, pushing for technical excellence, getting into product discussions, and jumping on customer calls to unblock renewals or drive technical trust. I'm passionate about building engineering cultures where people thrive, security is a default, and outcomes matter.

If you made it this far, great! I love coffee, walks, going to music shows, reading books, a Sunday newspaper, and noticing how the em dash is overused by LLM responses. Did I use some writing this? Yes, but they are fun when used correctly.

Experience

Behavure AI
VP of Engineering
March 2025 - Present (6 months)
Palo Alto, California, United States

Founding engineering leader at Behavure AI, a continuation of the vision and team I built at Scuba Analytics. Behavure is a lean, focused team solving high-impact behavioral analytics problems for modern organizations.

I lead engineering across infrastructure, SRE, and product development, building secure, scalable systems that enable rapid insight generation for our customers. I work closely with leadership on product direction, go-to-market execution, and strategic technical decisions. My work spans mentoring engineers, unblocking high-priority deliverables, and getting on customer calls to close deals or renewals.

These days I'm back in the codebase with the team, contributing to both front and backend, along with running deployments to keep us moving fast. Most recently, I built BehavureGPT, which lets our customers write natural language queries and get actionable results.

Scuba Analytics

Director of Software Engineering

July 2023 - April 2025 (1 year 10 months)

As Director of Engineering and later head of engineering, I led a 25-person org spanning SRE, DevOps, and multiple feature teams. Reporting to the CTO, I set Scuba's technical direction while aligning with business goals across B2B, B2C, and B2SMB segments.

Key outcomes included:

- Leading Scuba's security programs to successful ISO 27001:2022 certification and our first SOC 2 Type II report.
- Delivering transformative operational changes: reduced SRE toil by 40%, cut costs by 30%.
- Driving major account renewals and expansion with enterprise customers like Salesforce, Microsoft, and You.com by partnering closely with GTM and being on technical calls.

I championed a culture of excellence and mentorship, empowering engineers through clarity, autonomy, and accountability. Many of the systems, practices, and teams I built at Scuba now form the foundation of Behavure AI.

CircleCI

4 years 2 months

Senior Engineering Manager, Security Engineering

August 2022 - July 2023 (1 year)

Created and led the Security Engineering team for CircleCI, responsible for solving security problems through developing software solutions. Team is responsible for the development of CircleCI's Configuration Policy Management feature, allowing users to specify security policies-as-code to either allow or deny use cases in their software development pipelines.

Kickstarted the Security Engineering team from Security Operations and Threat Detection members focused on developing long-term security solutions. Ran team ceremonies using Agile-esque methodology (Agile + Kanban). Worked closely with Product Management and Technical Program Management to create solutions which can be used across CircleCI for both internal services and customers. Other work includes improvements to vulnerability scanning tooling to provide actionable data to software development teams and supporting CircleCI SOC2 and FedRAMP auditing efforts.

During period of April 2022 through November 2022, acted in an interim director role for Security.

Engineering Manager, Security Engineering
August 2021 - July 2023 (2 years)

Engineering Manager, macOS Cloud
January 2020 - October 2021 (1 year 10 months)

Developed the macOS team responsible for providing all of the macOS execution environment used by CircleCI users. Lowered cost of goods sold (COGS) through capacity improvements, leading to annual CAPEX cost avoidances of over \$1.5M. Developed operational costs modeling for future purchases based on quarterly replenishment. Developed new vendor relationships, leading to discounts which offset all auxiliary equipment purchases for macOS fleet. Created hiring plans focused on hiring engineers focused in infrastructure, Site Reliability Engineering (SRE), and backend development who could scale the environment using custom scheduling services. Additionally, led the effort to create a new resource class for macOS based on the 2019 Mac Pro SKU alongside existing Apple hardware. Used Agile-esque methodology (Agile + Kanban) to direct team ceremonies, practiced performance management when required, and encouraged the team to operate with a growth mindset.

Engineering Manager, Site Reliability Engineering

December 2019 - August 2020 (9 months)

Managed a globally distributed SRE team responsible for the general availability and reliability of CircleCI's platform. Led a transformation which allowed the team to deliver on quarterly goals, prioritize critical work to lower downtime, and improve on-call processes across the company.

Staff Site Reliability Engineer

June 2019 - December 2019 (7 months)

San Francisco, California

Acted as a team lead to SRE manager, directing projects to completion and providing technical design considerations. This role helped me understand that I wanted to lead a team as an engineering manager, allowing me to grow people around me while taking on project prioritization and hiring needs.

While a staff-level engineer, I performed technical interviews for engineering, developed an audit log query solution which lowered days work into minutes of query time, participated in on-call and actively helped to resolve engineering incidents, maintained reporting tooling used to understand CircleCI availability to customers, supported the existing "legacy" Kubernetes environment responsible for core CircleCI services, used Honeycomb and Datadog for tracing/metrics, deployed infrastructure changes through Terraform, and wrote code using Go/Python/Bash. Performed research and validation projects regarding potential technical roadmap changes. Coached engineers and managers regarding data platform and engineering practices.

Glassdoor

Senior DataOps Engineer

February 2019 - May 2019 (4 months)

San Francisco Bay Area

Corrected performance issues occurring in PrestoSQL (now Trino) cluster used by data scientists to provide Glassdoor Research Report. My background in Presto allowed me to take on this unique problem quickly, making changes which allowed query times to return to seconds across big data (HDFS) infrastructure. Due to lack of observability into the PrestoSQL environment beyond host metrics, I wrote a custom event listener using Java which emitted logs from all PrestoSQL hosts to an in-house metrics system (which uses AWS Lambda). This allowed for detection of slow queries, failed queries, and emitting metrics based on those events. Additionally, I contributed upstream to PrestoSQL to improve RPM update scripts, allowing for in-place updates that would not remove the existing configurations. While the changes

were pending, I built and distributed PrestoSQL for the running production environment.

Other tasks included being on-call for the data platform, managing security for data environment, capacity forecasting, collecting metrics using StatsD and Graphite using Grafana dashboards, and contributing the data platform engineering roadmap.

LeMans Corporation

Principal Site Reliability Engineer

June 2018 - February 2019 (9 months)

Madison, Wisconsin Area

I joined LeMans to become the Principal Site Reliability Engineer for the Parts Platform team. This team was composed of frontend and backend developers who needed to focus their time on feature work, which I was glad to take on as a role. My goals were to enhance performance, define reliability, and maintain availability. I initially led instrumenting improved service metrics and monitoring using what was exposed via Spring Boot for Prometheus along with OpenCensus (now OpenTelemetry). I embedded directly with the Parts Platform team and learned how to write Kotlin to add functionality to production services, along with using Go to update routing services. I outlined and implemented trunk-based development processes for development team and automated versioning through Jenkins Pipeline definitions.

LinkedIn

Senior Site Reliability Engineer

December 2014 - June 2018 (3 years 7 months)

San Francisco Bay Area

I worked with the Hadoop SRE team at LinkedIn. This team was composed of engineers responsible for maintaining the big data infrastructure used by LinkedIn to create Economic Graph reports along with results for "People You May Know" (PYMK) and thousands of other data jobs. This infrastructure spanned across multiple datacenters and composed of 10,000+ individual servers. While in this role, I defined a new monitoring solution to use in-house (InGraphs) metrics for costs savings and improved observability into hosts and services. Additionally, kickstarted the Presto SRE role at LinkedIn.

List of responsibilities include:

- Apache Hadoop and Presto cluster management for LinkedIn (YARN, HDFS)
- Responsible for Hadoop performance and reliability at LinkedIn

- Built Presto service management for LinkedIn to cover multiple clusters, use cases, and service catalogs
- Supported Apache Hadoop related software projects such as Spark, Hive, Pig, and HBase
- Developed & patched internal web applications related to user account management & cluster insight for Hadoop users
- Wrote policies & procedures determining how cluster resources are used at LinkedIn
- Replaced LinkedIn's Hadoop monitoring and performance stack using Hadoop metrics sink system and internal inGraphs
- Designed new compute clusters, such as YARN clusters for machine learning
- Worked with multiple configuration management systems (Bcfg2, SaltStack, CFEngine3) as a Hadoop SRE
- Wrote training and systems documentation for new Hadoop users and SRE
- Evaluation of new hardware for Hadoop infrastructure
- Developed a tool distributed across all LinkedIn infrastructure to retrieve metrics from internal inGraphs for reliability scores
- Member of the Site Reliability Technology Leadership Group, providing direction and feedback for projects developed by SRE across all areas of LinkedIn
- Volunteered to mentor new SRE as part of new hire engineering bootcamp
- Gave technical talks on Hadoop platform

CDW

Linux Systems Engineer III

December 2013 - November 2014 (1 year)

Provided Linux system deployment, cloud provisioning, and multi-platform UNIX OS support for managed services. Developed automation tools, streamlined processes, and mentored junior engineers while delivering advanced troubleshooting and on-call support.

- Deployed and managed Linux-based systems (Red Hat) on bare-metal and virtual servers for managed services.
- Supported AIX, Solaris, and Linux environments, providing consulting and troubleshooting for clients.
- Developed deployment tools and enrollment guidelines for HP Helion Cloud (OpenStack-based).
- Administered VMware ESX/ESXi instances and supported Apache HTTP server engines.
- Automated processes and streamlined practices through scripting in Bash, Perl, and PHP.

- Mentored junior engineers and created training materials to enhance team capabilities.
- Configured and troubleshooted enterprise backup solutions, like NetApp, Tivoli, and EMC.
- Provided on-call advanced troubleshooting for NOC staff.

Cygnus Business Media

Systems Administrator

May 2012 - December 2013 (1 year 8 months)

Fort Atkinson, WI

Solely managed and supported network, server infrastructure, and production web servers across multiple office locations, ensuring uninterrupted operations for critical platforms like Firehouse.com. As the sole systems administrator, I was the primary point of contact for all infrastructure needs, including 24/7 on-call support. Key contributions included:

- Administered Microsoft Active Directory, Apache, and IIS web servers.
- Maintained distributed databases, including MongoDB, MySQL, and Microsoft SQL.
- Deployed and managed virtual environments using Linux KVM, Citrix Xen, and VMware ESX/ESXi.
- Designed and maintained production environments, including development, staging, and live systems.
- Implemented automation and configuration management using Salt Stack, Git, Bash, and Python scripts.
- Monitored systems with tools like Nagios, Graphite, and collectd to ensure optimal performance.
- Collaborated with development teams to deploy innovative technologies and solutions.
- Provided 24/7 on-call support, ensuring rapid resolution of critical issues and minimizing downtime.

Education

Herzing University

Bachelors of Computer Science, Networking and Security Technology