

# Brock Wilcox

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## Software Engineering Leader; Bringer of Joy through People, Code, Art, Philosophy

My professional story arc has led me from rural Arizona to Washington DC, from individual contributor to top level leader. My interests and skills are broad; I like to work on challenging technical yet human-centered problems. I follow a servant-leader model, working toward accelerating my team and customer. I'm comfortable operating at every layer of abstraction, from multi-year business strategy to debugging a failing test together. I bring 20+ years of expert programming, systems, and organizational experience, and am ready to work on all aspects of your problem domain.

## Framebridge: VP Software Engineering / CTO

2017 to present

- Reporting to CEO/Founder, core builder of the customer-centered custom framing company, vertically integrating multiple manufacturing facilities, brick-and-mortar retail stores, and all aspects of the product and experience. Over 2.5M frames designed, built, and delivered!
- Built the technology department and culture, from SDLC and CI/CD to healthy and positive code reviews and incident response. Built and retained teams and helped individuals grow their skills and reach new career roles
- Owned department budget and goal setting, collaborating across departments to reach both short and long-term milestones
- Responsible for end-to-end technology including eComm web and app, Point of Sale and retail tooling (100+ associates across 22 retail stores), and technology for in-house manufacturing team (500+ users, 4 locations)
- Developed critical in-house systems and integration of external systems including Shopify, NetSuite (accounting and manufacturing), BI tools Domo and Databricks; acted as leader, architect, and individual contributor
- Architected core data structures and concepts, forming a common digital language; enabled uniformity between Rails, UI components, and clean integration across systems both owned and external

## Optoro: Director of Engineering

2012 to 2017

- Built out and managed 7 teams, 35+ devs, continuously delivering technology for a growing reverse supply chain D2C company
- Reported to CTO and managed Dev-Leads and Product Managers to build new features, mostly implemented in Ruby and JavaScript; Worked with cross-department leaders to create and attain high level company goals
- Wrote and reviewed designs, code, tests, and infrastructure as an IC and leader of many projects; architected entire new systems

## Liquidation.com: Sr Software Engineer and Lead

2007 to 2012

- Oversaw and provided leadership to a team of developers at a growing publicly traded company (LQDT); represented company at client on-sites
- Designed, constructed, and maintained internal warehouse-related tools and seller inventory integrations, tying into a custom auction engine
- Created SDLC procedures, training developers and support staff. Migrated team from CVS to Mercurial and introduced a continuous integration system; advocated for a culture of testing

## Other Experience

- Volunteer with Ruby for Good on the Human Essentials diaper and period supplies project, received a President's Volunteer Service Award
- Joined with a team of Public Health experts to form *COVID Can I Do It*, a harm-reduction dataset and web app. Built internal and public technology
- Built a team and financial integration for SWCA Environmental Consultants
- Developed court-level chain of custody software for Norchem Drug Testing
- Worked for NAU and Lawrence Livermore National Laboratory building web application and desktop applications to pay for college

## Leadership, Management, Architecture

- Built and led teams from scratch, hiring, onboarding, and mentoring a wide range of diverse individuals and organizations in the US, UK, Poland, India, and Argentina
- Strive to make the world a better place by cultivating empathy, compassion, and action in myself and everyone around me
- Operate with transparency, empowering my team with rich context so they can make better decisions and provide vital perspectives and ideas
- Successful at architecting whole-team SDLC tooling and implementation design practices that allow confident frequent deploys, even on Friday
- Designed and advised on architectures spanning CLI tools to multi system integrations; always pleased when the answer is to install a whiteboard
- Thoughtful partner in build vs. buy decisions, examining impact on short and long-term budget, team, system adaptability, and business continuity
- Experience in calmly leading incident response, both security and other outage; developed and adopted playbooks and other procedures

## Computing Knowledge and Experience

- Expert knowledge and experience programming and debugging in a wide variety of languages and technologies, lately JavaScript/TypeScript, Ruby, Bash, and Python; previously many others (Lua, OCaml, Java, C++, ...)
- Designed and maintained several complex macro-service and monolithic applications, recently with Ruby/Rails, including coordination of complex feature deployment with active users requiring continuous uptime
- Experience with VueJS, some React, and other browser JavaScript, as well as designing browser-based client-server applications
- Knowledge of infrastructure (esp. AWS), CI/CD with CircleCI, and other productionization and delivery technology including Kubernetes
- Created and contributed to many open-source applications and frameworks (see [github.com/awwaiid](https://github.com/awwaiid))

## Interests and Activities

- Leader in DC Ruby Group, Ruby for Good; participant in many meetups
- Leader of the DC Joy of Programming meetup; Previous leader in Phoenix and DC Perl Mongers; ran several workshops and conferences
- Given tech talks at local, regional, and national level conferences, such as [Time Travel Debugging \(RubyConf\)](#)
- Long-standing interest in AI/ML. Co-authored a paper on self-improvement in genetic programming for the GECCO Conference
- Enjoy writing and playing music, including mashing up code with music (see [REPL-LOOPER project](#) for example)
- In the summer participate in the ICFP Contest; in the winter program microcontrollers and solder; coffee, family, and friends at all times

## Learning

- Recurse Center, self-studied applied LLMs and Formal Modeling
- MS in Computer Science, Colorado State University; emphasis on Data Mining, AI, Software Modeling, and Language Design
- BA in Philosophy, Computer Science, and Mathematics, Northern Arizona University; emphasis on Symbolic Logic, Ethics in Technology, Compilers
- Casual study of agency, decision design, knowability, flaws in cognition, language, and other related topics