

Danish Rehman

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Professional Experience

Staff Software Engineer, Attentive (sms + email marketing SaaS)	San Francisco, CA
Automated Messaging Team – Python, Java, Pulsar, PostgreSQL, DynamoDB, Temporal	2024 – present
<ul style="list-style-type: none">Led a 0→1 org-wide effort across 10+ engineers to build an user intent-based marketing messaging product with LLM personalization, reaching \$10M ARR in its first year.Spearheaded an org-wide, multi-quarter AI initiative to launch Attentive's first real-time ML serving system for message-level ROI and opt-out prediction, delivering \$8M+ in projected annual impact.Delivered dynamic high-volume coupon generation (up to 1M codes per client), eliminating manual CSV workflows and saving 100+ client hours/month, while partnering with 2+ cross-functional teams to close a major competitive gap.Led a cross-functional initiative across 4+ teams to improve system scalability, reliability, and fault tolerance, achieving 99.99% availability, supporting 10K QPS, and scaling to 1.5M messages/day during a successful BFC	
Staff Software Engineer, Aspire (e-commerce marketing SaaS)	San Francisco, CA
Founding member – Python, TypeScript, NodeJS, PostgreSQL, Redis	2018 – 2023
<ul style="list-style-type: none">Joined as the third founding engineer; built an e-commerce marketing platform from 0→1 and scaled (1→N) to \$100M ARR.Architected and implemented a messaging-as-a-service platform supporting multiple brands, processing 1M+ messages/day with 99.9% reliability.Led a multi-quarter initiative with 10 engineers to build a workflow platform that automated and streamlined campaign operations, enabling 10x campaign scale and reducing completion time by 30%.Developed a shared message inbox product across two teams, enabling multi-user management of a common email address and achieving a 50% faster response time.Established an org-wide observability culture with Datadog APM and SLOs for mission-critical APIs, reducing P1 bug resolution time from 10 days to 3 days.	
Senior Software Engineer, Criteo (Adtech platform)	Palo Alto, CA
Adserv Team – Python, DynamoDB, Cassandra, AWS S3	2016 – 2018
<ul style="list-style-type: none">Led 2+ teams across Paris and Palo Alto to plan and execute a 12-month migration of a 100K QPS system from AWS to proprietary data centers, achieving \$2M annual cost savings while maintaining 99.99% availability.Architected and implemented a high-throughput reporting platform for time-sensitive data, supporting 40K QPS with worker-node rollups persisted to Cassandra for downstream reporting.	
Software Engineer, BrightRoll / Yahoo (Adtech platform)	San Francisco, CA
User Mapping Team – C, Aerospike	2015 – 2016
<ul style="list-style-type: none">Engineered an in-memory, lock-free data structure (URCU) for user mapping, aligning identifiers across platforms and reducing datastore load by 500%.Designed and implemented a cookie-matching server to synchronize user identifiers across ad platforms, handling 60K QPS and improving targeting efficiency, contributing to an annual revenue increase of \$6M.Designed a modular rate-limiting system using the token bucket algorithm, enabling granular per-partner, per-thread control and sustaining 10K QPS.	
Software Engineer, Goibibo (Online Travel Booking Platform)	Bangalore, India
Optimization Team – Python, Memcached, PostgreSQL	2010 – 2013
<ul style="list-style-type: none">Engineered an adaptive expiry algorithm for Memcached, improving cache efficiency and increasing hit rate from 28% to 58%.	

- Integrated PyBloomFilter to optimize API interactions with external vendors, **reducing outbound API calls by 50%**.

Talks I Have Given

Date	Conference	Talk Title	Recording
Oct 2025	Heapcon (Belgrade, Serbia)	<i>Deprecating Distributed Lock using Apache Pulsar</i>	Not published yet
July 2025	Data Streaming Summit (Online)	<i>Deprecating Distributed Lock using Apache Pulsar</i>	
Sept 2025	P99 Conference (Online)	<i>Deprecating Distributed Lock using Apache Pulsar</i>	

Programming Languages, Frameworks and Tools

Programming Languages: Python, Java, NodeJS, C, TypeScript, React

Databases: PostgreSQL, Redis, DynamoDB, Google Cloud Tasks, Google Datastore

Streaming store: Apache Pulsar, Google Pub/Sub

Workflow store: Temporal

Data warehouse: Snowflake

Cloud platforms: GCP, AWS

Education

Masters in Computer Science 2013 – 2015

University of Southern California, USA

B. Tech in Information Technology 2005 – 2009

NIT Allahabad, Allahabad, India