Dennis Ideler

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EXPERIENCE

Managing Director   Oct 2020 - Jan 2024
Reledi Consulting, London, UK

Consulting Software Engineer (Remote from UK)   Jun 2020 - Feb 2022
Glossier, New York, US

- Designed and built a robust and scalable order data pipeline, creating an immutable audit trail of reliable operational and financial data. The data stream introduced a decoupled data schema, laying the ground work for a future eCommerce system, and enabled a diverse range of consumers for any team to build product applications, perform analysis, and execute critical reporting.
- Researched and built innovative prototypes, such as an event sourcing solution for the order data stream and time travel of historical order data to aid recovery and analsysis.
- Significantly reduced financial and tax gaps which affected the accounting month end's process and the company's revenue. Collaborated with the customer support and accounting teams to fix issues in the data collection and standard operating procedures. Effectively reducing the number of support tickets and improving the customer experience.
- Increased org-wide engineering efficiency by improving monitoring of systems and implementing a new deployment process for the monolith app's staging environment, resulting in a non-blocking process for teams and individuals.

Tools: Ruby, TypeScript, PostgreSQL, Fivetran, Snowflake, Solidus, AWS, Docker, DataDog

Senior Software Engineer   Apr 2018 - Apr 2020
REKKI, London, UK

- Joined during critical Series A stage, focused on scaling business from a technical perspective
- In Series B stage, focused on growing our team and capabilities, and managing operational risks
- Enabled data science efforts by building initial data pipeline, processes, and delivery platform
- Led backend and infra teams in their early stages by defining practices and ceremonies; setting goals; introducing monitoring and dashboards; managing cloud infra and roles; ensuring uptime and performance of core systems; performing critical data, platform, and code migrations + upgrades; defining team manifesto, roadmap, KPIs, and SOPs; reporting to Founder & CTO
- Supported concepts of buyer, branch, and supplier into the codebase and data schemas which required tackling major architectural and data debt
- Responsible for the reliable end-to-end deliverability of orders through various mediums
- Built new client facing products and internal tooling, e.g. invoice uploading, internal HTTP/Websocket APIs for mobile buyer app, public HTTP/FTP APIs for suppliers, Slack and Telegram chat bots, custom targeting with push notification for growth experiments, automated reports, analytics, metrics, alerting, handling GDPR requests, and much more

Tools: Elixir, Ruby, Python, Go, JS, RabbitMQ, PostgreSQL, AWS, Docker, K8s, Grafana

Senior Software Engineer   Mar 2017 - Apr 2018
Findmypast, London, UK

- Built new onboarding flow for family tree product which led to a 133% increase of family tree size for new users. More effective flywheel resulted in higher conversion rate and revenue.
- Built landing pages for several campaigns, including the suffragettes movement.

- Launched a new product for searching records on geographical maps. Very positive user feedback.
- Actively involved in hiring, guilds, and developer relations (events, blog, open source, etc.)

Tools: JavaScript, React, GraphQL, Elixir, Phoenix, TeamCity, Trello, LaunchDarkly

Software Engineer   Feb 2015 - Oct 2016
Funding Circle, London, UK

- Increased borrower conversions by programmatically prioritising leads for Sales team
- Increased engineering efficiency by building internal tooling to improve continuous delivery pipeline, such as dockerising stack, stabilising test suite, and monitoring of software releases
- Built tools to strengthen business operations and comply with financial conduct regulations. Such as the open source Shipment Tracker to capture audit trails and improve visibility of releasing software, and a data warehouse for daily reconciliation and reporting tasks.
- Delivered reliable software using Extreme Programming (XP) practices adopted from Pivotal
- Actively involved in hiring, guilds, and developer relations (events, blog, open source, etc.)

Tools: Ruby, Rails, PostgreSQL, GitHub, Capistrano, Jenkins, Docker, JIRA, AWS, RabbitMQ

Consulting Software Engineer (Remote from UK)   Sep 2014 - Feb 2015
Landlord Web Solutions, Ontario, Canada

- Lead developer on a project for analytics and metrics in the apartment rental industry

Tools: Ruby, Rails, RSpec, PostgreSQL, Git, GitHub, Heroku, Mailgun, Python

Software Developer   Jan 2014 - Jun 2014
Landlord Web Solutions, Ontario, Canada

- Developed a content management system for our annual Landlord WEBCON conference
- Revamped our development practices and email marketing to increase effectiveness

Tools: Ruby, Rails, MySQL, CoffeeScript, Bootstrap, Git, GitHub, Heroku, Sendgrid

Systems Analyst (Co-op)   May 2010 - Dec 2010
Ministry of Transportation of Ontario, Ontario, Canada

- Collaborated effectively with supervisors, co-workers, and consultants to migrate the legacy ministry-wide intranet site to a new SharePoint site that we designed, built, and maintained.
- Contributed to 6 major projects over 8 months. Tasks ranged from interviewing project managers, to code refactoring, to business architecture and writing UML documentation.

Tools: Microsoft Sharepoint, JavaScript, jQuery, HTML, CSS, UML

Data Specialist (Co-op)   Jan 2009 - Apr 2009
GenieKnows Inc., Nova Scotia, Canada

- Enhanced business data for results used to provide the search and mapping features of GenieKnows Local Search (now yellowee.com) through Automated Data Collection.
- Researched specialized crawling strategies and presented findings to R&D team. Utilized the knowledge to build specialized web crawlers for content on the Surface Web and Deep Web.

Tools: Linux shell scripting (bash), Ruby, Watir, Selenium, Trac, Subversion (SVN)

ORGANIZATIONS

OpenHack London   `2014 - 2015`
Co-organizer, openhack.github.io/london

- Free monthly social coding meetup held in Central London

Software Niagara   `2012 - 2014`
Co-organizer & Member, softwareniagara.com

- Grassroots movement aimed at improving the Niagara Region tech scene
- Organized social and informative events, such as DemoCamps, DevTricks, and Coworking
- Built voteinpublic.com as a team weekend project

Undergraduate Capstone Open Source Programs (UCOSP), 2011
Google Summer of Code, 2012
Facebook Open Academy, 2013, 2014   `2011 - 2014`
Contributor and Mentor for Freeseer, ucosp.ca, facebook.com, google.com

- First Brock student to participate in an experimental apprenticeship programme in 2011
- Contributed to Freeseer, open source screencasting software designed for recording conferences
- Documented Freeseer by creating a website and writing user and contributor guides
- Mentor for Undergraduate Capstone Open Source Programs (UCOSP) in 2012, 2013, 2014
- Mentor for Facebook Open Academy in 2013, 2014
- Mentor for Google Summer of Code (GSoC) in 2012

Brock University Subreddit   `2011 - present`
Founder & Moderator, brocku.reddit.com

- Executed marketing campaigns at launch to quickly grow the community to 300+ members
- Increased user engagement by contributing to the board and organizing meetups

Brock University Computer Science Club   `2009 - 2013`
Executive & Member, brockcsc.ca

- Organized and marketed social and academic events
- Created, managed, and grew the GitHub organization github.com/brockcsc

BrockBots Message Board   `2009 - 2011`
Co-founder & Moderator, brockbots.cosc.brocku.ca

- Created the first Computer Science message board for Brock University students
- Utilised various marketing strategies to grow forum to ~100 members with over 850 posts

EDUCATION

B.Sc. Computer Science (Honours & Co-op)   `Sep 2007 - Oct 2013`
Brock University, Ontario, Canada

- Concentration in Intelligent Systems (Artificial Intelligence)
- Deans' Honours List
- Tutored introductory Computer Science, Math, and Applied Computing courses, 2011-2013
- Representative at Ontario Universities' Fair, Fall Preview Day, and CSEdWeek, 2009, 2012
- Guest speaker at Co-op Student Panel Workshop, 2010-2012
- Co-founded Chess Club, 2010
- Deputy leader of a 7-person team that produced a cross-platform media center, 2009-2010

WRITING

2018	REKKI: Version management with Homebrew and asdf
2018	Findmypast: Co-author Commits with Git Mob
2016	Funding Circle: Shipping in FinTech

COMPETITIONS

2016	Funding Circle won Best Tech award at FCA's inaugarual TechSprint
2012	Assistant coach for ACM International Collegiate Programming Contest
2011-2012	Judge for the Niagara Region Secondary Schools Programming Contest
2011	Brock Team placed top 25 at the nationwide Great Canadian Appathon
2008-2011	Contestant at ACM International Collegiate Programming Contest

SKILLS

Languages	English, Dutch (intermediate), Spanish (beginner)