

Dennis Ideler

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EXPERIENCE

Managing Director

Surgite Properties, London, UK

Oct 2021 - Present

Managing Director

Reledi Consulting, London, UK

Oct 2020 - Jan 2024

Consulting Software Engineer (Remote from UK)

Glossier, New York, US

Jun 2020 - Feb 2022

- 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 analysis.
- 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

REKKI, London, UK

Apr 2018 - Apr 2020

- 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

Findmypast, London, UK

Mar 2017 - Apr 2018

- 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](https://freeseer.com), 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

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

COMPETITIONS

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

SKILLS

<i>Languages</i>	English, Dutch (intermediate), Spanish (beginner)
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