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.
- 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.

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

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

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

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

WRITING

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