

# David Rasch

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## Problem Solver in Teams + Technology + Business

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### Profile

Seeking opportunities to: Create growth and scale, install and optimize Agile, measure and employ data science, and motivate and grow teams

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### Skills

- **Software** Lead teams to deliver reliable, predictable, and innovative software with transparent agile practices based upon team and organizational needs.
  - **Business** Analyze operations, identify problems and risks, and wrangle data.
  - **Executive** Strategic planning, leadership development, and challenge assumptions.
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### Technical

1. Agile/Scrum/Kanban
  2. Coaching and Mentoring
  3. Scalable Systems
  4. Root Cause Analysis
  5. Budgeting
  6. Development Process
  7. High-quality Software
  8. Data Science
  9. Buzzwords: MySQL, PostgreSQL, Kubernetes, Docker, AWS, Azure, GraphQL, Python, Ruby, Go
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## Experience

### Infinia ML : *VP of Engineering* - **2018-present**

- Created a new engineering team and grew to 8 members (in addition to adding a CISO).
- Led development of Software Guidelines and forged relationships between Data Science and Engineering teams along with training programs involving Engineers as both teacher and student.
- Vastly improved quality of software deliverables to clients on 20 successful projects include reproducible builds, automated testing, APIs, logging, and metrics.
- Led development of software libraries to enable each phase of our projects with clients including Data Analysis, Development, and Deployment of Machine Learning Models

### 3 Birds Marketing : *CTO* - **2016-2017**

- Transitioned leadership team from startup to more mature executive team. Shifted culture on Engineering team from many scattered projects to a focused roadmap. Implemented a decision framework to help evaluate product opportunities and architecture decisions.
- Helped to implement EOS Traction process and create a culture of accountability

### ReverbNation : *VP, Engineering* - **2014-2016**

- Orchestrated release of music curation system, ad-platform, music discovery system (mobile and web)
- Integrated QA into the development process and test automation to replace manual regression test
- Developed Data Science team to oversee churn analysis, acquisition funnels, music similarity analysis, and curation/quality correlations

### ReverbNation : *Sr. Development Director/Data Scientist* - **2012-2014**

- Created and grew Data Science team
- Created attribution processes to identify sources of customer leads and their likelihood of purchase
- Partnered with architect for integration of Spark, Hadoop, and BigQuery into data pipelines
- Created and deployed data warehouse and many curated data sources used by Data Science team, Developers, and Business Owners from products including Signups, Subscriptions, and Ad Serving
- Integrated Data Science into planning and forecast process
- Spearheaded major Rails upgrade including backports of security fixes
- Created split test framework and process for conducting and managing experiments

- Extended billing and subscription management system with new payment processors, better revenue recognition, and analytics
- Team-appointed UTF-8 wrangler
- Worked with Ruby, Rails, Redis, Memcache, MySQL, MogileFS, Python, Pandas, Pig, NumPy, scikit-learn, and lots of great people.

iContact : *Chief Architect* - **2009-2012**

- Acquired by Vocus for \$169MM
- Grew product from 100 customers to more than 70,000
- Paved the way for iContact's products and underlying technology through research, education, engineering, and tinkering.
- Improved mail sending infrastructure and architecture for growing mail volume and graceful degradation during spikes.
- Performed root cause analysis of performance issues including hotspots in database, backend processing, message queueing, caching, and reporting.
- Produced designs and implementation plans and collaborating with engineers to bring designs into fruition.
- Lead technologists and executives to strive for high-quality, well-designed, and scalable software.
- Relevant technologies: Linux, PHP, MySQL, BeanstalkD (message queue), Apache, Memcache, Puppet, Ruby, MongoDB, and KVM

iContact : *CTO* - **2004-2009**

- I managed and led a team of 55 people including Product Management, User Experience, Engineering, and Infrastructure through a team of managers to ensure the software grows to meet customer needs, maintaining security, and scalability.
- We do all our development using open-source technologies including: PHP and MySQL. We make great use of the Scrum development methodology to deliver consistently high-quality and on-time releases.