

David Rasch

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Problem Solver in Teams + Technology + Business

Profile

Seasoned strategic technology executive helping build sustainable momentum through strengths-based people-centered leadership.

- **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.

Technical

1. Empowering and Building Teams - e.g. *5 Dysfunctions of a Team* by Patrick Lencioni and *Scaling Up* by Verne Harnish
2. Agile/Scrum/Kanban - e.g. *The Scrum Guide* by Ken Schwaber and Jeff Sutherland
3. Coaching and Mentoring - e.g. *Coaching Agile Teams* by Lyssa Adkins
4. Career Coaching and Developing Teams of Leaders - e.g. *Radical Candor* by Kim Scott
5. Architecting and Analyzing Scalable Systems - e.g. *Building Scalable Web Sites* by Cal Henderson
6. Software Reliability Engineering - e.g. *Site Reliability Engineering* by Betsy Beyer, Chris Jones, Jennifer Petoff and Niall Richard Murphy
7. Budgeting, Forecasting, and Portfolio Planning
8. Quality through Development and DevOps Processes - see *The Phoenix Project* by Gene Kim, Kevin Behr, George Spafford
9. Data Science and Analytics

Awards

Top Software Development Leader
Top Software Development Leader - 2018

Experience

Tatango : *Advisor and Interim CTO* - **2021-present**

- Help launch transformation of professional Engineering team
- Transition from a culture of order-taking to a culture of empowerment
- Overhaul deployment process to support push-button and autonomous deploys
- Transition from artisanal environment setup to automated provisioning of environments via AWS CDK
- Engage in extensive coaching of leadership, lean principles
- Built out a system of metrics capture using a combination of Cloudwatch, X-ray, and Datadog

Belongly and Nika by Vertroos Health : *Chief Technology Officer and Co-founder* - **2020-2021**

- Co-founded company in 2020 to help understand and measure mental-health and wellness for children.
- Built customer-facing web and companion desktop application based upon a prototype including Vue JS, Typescript, Python, Django, Docker, CI/CD, Terraform, and Electron.
- Extracted Text Message and Browser history from iPhones to allow analysis with professionals and AI.
- Developed highly successful Apprenticeship program working with fresh-out-of-coding-school graduates to build out our product while helping them build a resume of on-the-job experience. (100% hired after completion of the program)
- Raised \$1M and pivoted company in 2021 to help build a social network for mental health professionals.

- Went from Design to to Product in active use and continued development in less than 6 months.
- Built customer-facing web and mobile applications using React (web and Native), NextJS, Typescript, Hasura, GraphQL, CI/CD, and AWS Fargate

Infinia ML : *VP of Engineering* - **2018-2020**

- 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
- Built out Kubernetes-based ML-deployment platform

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 : *Sr. Development Director* then *VP of Engineering* - **2012-2016**

- 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
- Move deployments to daytime and ultimately on code push
- Lead architects 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
- Worked with Ruby, Rails, Redis, Memcache, MySQL, MogileFS, Python, Pandas, Pig, NumPy, scikit-learn, and lots of great people.

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

- Acquired by Vocus for \$169MM
- Grew product from 100 customers to more than 70,000; grew myself from developer and sysadmin to executive
- 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

Education

Johns Hopkins University : *Masters of Science in Engineering - Computer Science* - **2001-2002**

University of Illinois: *Bachelors of Science - Computer Science* - **1998-2001**