

# Geoffrey Dagley

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Senior engineering executive with 25+ years of experience **building and scaling high-performing teams** to develop market-defining web and mobile applications. Proven ability to **recruit, mentor, and develop top engineering talent**, foster a culture of **collaboration and innovation**, and create **agile, efficient engineering organizations** that drive business success.

**Team Leadership:** Successfully scaled engineering organizations across startups and enterprises, implementing **agile methodologies, cross-functional collaboration, and a strong engineering culture** to accelerate product development, improve developer satisfaction, and optimize execution.

**Product Development:** Led engineering efforts to bring **cutting-edge digital products to market**, contributing to **100+ patents** in auto finance, e-commerce, data analytics, machine learning, and AR/XR. Expertise in **translating business vision into scalable, high-impact technology solutions** that enhance customer experience and drive competitive advantage.

## EXPERIENCE

### blockit (Feb 2024 - Present)

#### *VP of Engineering*

##### Engineering Team Growth & Leadership

- Scaled the engineering organization from **6 to 28 engineers, QA, and data professionals**, forming **7 cross-functional teams** covering product development, EMR integration, customer support, QA, and data. Implemented a **pod-based team structure** to **empower teams with clear ownership, faster decision-making, and a culture of accountability**.
- **Invested in team development** by launching **Focus Fridays and Lunch & Learns**, fostering a culture of **continuous learning, innovation, and internal knowledge sharing** that directly improved developer satisfaction and retention.

##### Process & Operational Improvements

- **Dramatically improved efficiency**, reducing **average ticket resolution time from 40 days to 10 days** by **revamping the feature intake process**, increasing stakeholder engagement, and setting clearer development priorities. These changes **empowered teams to work more autonomously while improving responsiveness to customer needs**.

##### Technical Leadership & System Improvements

- **Proactively improved platform security and scalability** by conducting a **comprehensive infrastructure audit**, identifying and mitigating vulnerabilities before they could impact customers. This effort laid a **strong foundation for growth, operational resilience, and regulatory compliance**.
- **Strengthened automated testing and observability systems** to **ensure deployment stability, prevent regressions, and proactively address performance issues**. By improving alerting and monitoring, the team was able to **reduce on-call disruptions, enhance engineering focus, and minimize customer downtime—directly improving reliability and user trust**.

##### Product & Delivery Excellence

- **Aligned engineering strategy with business goals** to ensure that all development efforts delivered **meaningful customer impact**. Strengthened **QA and product review processes** to **catch issues**

**earlier, reduce production bugs, and elevate product reliability—directly improving customer satisfaction and retention.**

#### Strategic Leadership & Stakeholder Engagement

- Successfully managed a **custom development project for one of our largest clients**, ensuring long-term sustainability, maintainability, and a **seamless customer experience despite complex integrations**.
- **Championed a culture of collaboration and operational excellence** by breaking down silos between engineering, product, and operations. Led **cross-functional initiatives** to **enhance team efficiency, create more transparent workflows, and elevate overall product quality—resulting in a more aligned and engaged engineering team.**

### Capital One (July 2017 — Feb 2024)

#### *Director, Software Engineering, Credit Card (March 2023 — Feb 2024)*

- **Led the convergence of multiple fraud detection decision engines** into a unified platform, improving **development efficiency, reducing operational complexity, and accelerating rule deployment.**
- **Transformed four remote teams** to proactively manage **tech upgrades, security remediations, and microservices hygiene**, resulting in **lower operational costs and faster product deployments.**

#### *Director, Software Engineering, Auto Finance (Feb 2022 — March 2023)*

- **Expanded Capital One's auto financing footprint to 6000+ dealerships** by integrating financing tools into dealer websites using **independently deployable micro frontends.**
- **Led the expansion of Showroom, a white-labeled digital retail product**, enhancing the **car buying experience** and increasing **dealer adoption.**
- **Coached and mentored five remote agile teams**, transitioning from **reactive work to a proactive development approach**, fostering **continuous delivery and leadership growth among 30+ engineers and managers.**
- **Eliminated redundant technical debt across multiple applications** by aligning **product, design, and engineering teams**, reducing **transaction costs** and improving **system interoperability for dealer integrations.**

#### *Senior Manager, Software Engineering, Auto Finance (Feb 2020 — Feb 2022)*

- **Led a team of 15+ engineers** through the **acquisition and integration of Carvoy.com**, incorporating its **digital retail car buying experience** into Capital One's **microservices-based architecture and cloud-first infrastructure.**
- **Scaled leadership from 2 to 5 teams**, overseeing the **technical integration of Capital One's direct dealer website platform**, which facilitated **\$1B+ in auto financing originations across 3,500+ dealerships.**

#### *Lead Software Engineer, Auto Finance (July 2017 — Feb 2020)*

- **Led research and development efforts** exploring **emerging technologies in financial services**, driving **75+ patents** in **machine learning, augmented reality, and AI-driven financial tools.**
- **Designed and developed the AutoNavigator iOS app**, integrating **machine learning** to allow customers to **identify vehicles on the street** and using **augmented reality (AR)** to suggest similar cars available for purchase nearby.
- **Enhanced AutoNavigator's search capabilities** by leveraging **Natural Language Processing (NLP) and machine learning** to improve **vehicle matching efficiency**, reducing search times and increasing customer engagement.

## Early Career & Consulting Roles (1998 – 2017)

- **Magic Leap / Fuzzy Cube Software (2014 – 2017)** – Developed **mobile games** for iOS/Android, built backend services, and prototyped new AR/XR experiences for **Magic Leap One**.
- **Newtoy/Zynga (Director, Backend Services, 2010 – 2013)** – Scaled the backend for **Words With Friends** to 30M+ MAU, ensuring **zero downtime during Zynga's acquisition** and migration. Led a remote team of 15+ engineers in building the **With Friends backend platform**, enabling multiple game launches.
- **Dallas Ruby User Group (Organizer, 2006 – 2011)** – Founded and led the **Dallas Ruby User Group**, organizing meetups, coordinating speakers, and fostering a local developer community.
- **Independent Consulting (2005 – 2013)** – Provided **web and mobile application development** services for clients in **social networking, property management, travel, and educational fundraising**. Delivered **cross-platform iOS/Android educational apps** and built scalable web applications.
- **Various Engineering & Leadership Roles (1998 – 2010)** – Held **software engineering and architecture roles** at companies including JD Edwards, Frito Lay, and EDS, specializing in **enterprise software, financial systems, and infrastructure development**.

## EDUCATION

### Texas A&M University (Sept 1994 - May 1998)

*Bachelor of Science in Aerospace Engineering*

## SKILLS

### Leadership & Strategy

- **Scaling High-Performing Teams:** Built and led **engineering organizations from startup to enterprise scale**, implementing **agile methodologies, pod-based structures, and a culture of accountability** to drive high-impact product development.
- **Driving Business & Product Strategy:** Developed and executed **strategic roadmaps** that aligned engineering efforts with **business goals**, improving operational efficiency, accelerating go-to-market timelines, and enhancing customer experience.
- **Cross-Functional Collaboration & Execution:** Partnered with **Product, Design, and Operations** to optimize **feature intake, technical debt reduction, and seamless cross-team execution**, resulting in **faster product releases and improved developer satisfaction**.
- **Mentorship & Leadership Development:** Created programs like **Focus Fridays and Lunch & Learns**, fostering **continuous learning, innovation, and career growth** for engineering teams, leading to **higher retention and team engagement**.
- **Hiring & Talent Development:** Recruited, onboarded, and developed **top engineering talent**, cultivating leaders who drive **scalable solutions, innovation, and strong engineering culture** within their teams.

### Technical Expertise

- **Languages:** Dart, JavaScript, Ruby, Java, Objective-C, C#, Python, Lua, SQL, UML
- **Mobile:** Flutter, iOS, Android, Unity, Corona, Ionic, RubyMotion
- **Web:** React, Ruby on Rails, jQuery, Angular, HTML, CSS, Tailwind
- **Java/J2EE:** Android, Java, Spring
- **Databases:** AWS DynamoDB, Postgres, MySQL, Redis, Memcache
- **OS & Cloud:** AWS, Mac OS X, iOS, Android, Windows, Unix