

GIDI MEIR MORRIS

Software Developer & Engineering Manager

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Primary Toolset

Methodologies & Catalytic Skills

Individuals and Interactions over Processes and Tools

Extreme Programming, Scrum

Pair & Mob Programming

Mentorship & Collaboration

DevOps Practices

Continuous integration, delivery & feedback

Monitoring, Alerting & Observability

Technical Domain

Typescript, Node.js

Java 8+

Rust 2018+, Actix-web

CSS, SASS & their ilk

HTML, The DOM & Web APIs

Rxjs, React, Remix

Functional & Reactive programming

Reactive system design

AWS, GCP, Terraform & Immutable Infrastructure

Elasticsearch & the ELK Stack

Test Driven Development

Automated Testing (browser & black-box)

Open Source Projects

on github.com/gmmorris

Over the past 20 years I have been involved in several open-source projects. In addition to releasing my [own projects](#) I have contributed over the years to several community projects such as *Babel*, *jQuery*, *highlights.js*, and *mootools*.

Profile

I'm an accomplished technology leader with a track record of building, leading and nurturing top-performing engineering teams, and delivering products with sustainable efficiency. With over two decades of experience, I've held various technical and managerial roles at different levels. My focus extends beyond technical expertise to include agile practices, [team dynamics](#), [continuous improvement](#), and mentorship, all vital for successful product delivery. I'm dedicated not only to delivering high-quality work but also to making a positive impact on my community and industry, driving [positive social and environmental change](#).

Work Experience

NatureBound Co-Founder & CTO 2022 - 2023

As Co-Founder of a climate change focused venture aimed at reducing emissions and biodiversity-loss, I raised £160k in equity and grant funding.

Led customer discovery across several sectors, culminating in a POC Biodiversity Observability platform, targetting two of our target markets. Secured multiple partnerships and collaborations with biodiversity monitoring companies, data providers, and domain experts.

Learned a lot about climate change, biodiversity, entrepreneurship and myself.

Elastic Senior Engineering Manager (Alerting & ResponseOps Team Lead) 2020 - 2022

I successfully led the iterative engineering initiative to scale Elastic's alerting offering from a limited beta to a fully enterprise-ready General Availability product. This involved expanding the Elastic Alerting project from a small engineering team to a robust 20+ person organisation. I led the recruitment and onboarding of engineers into multiple teams and provided guidance to area leads as they adapted to a new agile process in [a distributed work environment](#).

I introduced a cross-departmental structure to enhance collaboration and prioritisation, facilitating alignment between the Platform, Security, and Observability product teams by enabling them to understand each other's priorities, constraints, and incentives. Additionally, I conducted a series of organization-wide learning and development training sessions focusing on Catalytic Skills, which encompassed essential communication skills and a growth mindset required for high-performing teams to collaborate and function effectively.

Led the hiring process to identify a suitable replacement for my role as I departed the company to focus on climate change.

Elastic Principal Software Engineer 2019 - 2020

Significantly improved the scalability of the Elastic Alerting framework powering our Security and Observability products, growing rule capacity 100x per-node throughout Kibana's distributed Task Manager.

Unruly Senior Software Developer (Supply-Side Team Lead) 2016 - 2019

Engineering management of an Extreme Programming (XP) development team of over 10 members, providing [mentorship](#) and practical technical guidance. As the owner of the Programmatic Demand business strand, I led the prioritisation and oversaw the research and delivery of business value in an efficient and sustainable manner. Led the R&D efforts behind the introduction of the Unruly Ad Exchange, a multi-region distributed system handling thousands of ad requests per second, and our Supply Side Platform, a web application developed using React and Redux. Operating within an XP environment, which emphasises agile methodologies, Pair and Mob Programming, Collective Ownership, and Merciless Refactoring, I fostered collaboration, self-organization, and a variety of catalytic skills throughout all aspects of product delivery. Assumed the role of stewarding the Product Development Diversity & Inclusivity group, and as Unruly's first Nomad, I provided technical leadership across all development teams.

Education	
Officer Candidate School (IDF)	2006
Software Development Management	
Professional diploma	
Intensive 6 month course qualification as a Military Officer, covering Leadership and Team Building, with a specialisation in Project Management and Software Development Processes.	
Mamram (IDF)	2003
Software Development Bootcamp	
Professional diploma	
Intensive 6 month course covering development and software design principles, actual work experience in a variety of development environments such as C, C++, ASP & Javascript, Java, Perl, SQL and PL-SQL and working environments such as Windows and Unix.	
Kvutzat Yavne High School	2002
High School Diploma	
Computer Science major	

Who Am I Really?

I grew up on an agricultural village in Israel, but it was in Tel Aviv that I truly discovered myself. Alongside my tech pursuits, I've made a name for myself as a successful photographer, showcasing my work in Israel and London, handling commercial projects for clients in the Israeli entertainment sector, and participating in prominent art fairs. Additionally, I'm an avid martial artist, currently holding a 2nd Master grade in Wing Tsun Kung Fu, and a dedicated rock climber. Beyond these interests, I'm an avid commentator on political and theological matters, and in 2014, I was honored as one of Quora's Top Writers - they gifted me a custom fleece jacket, which I'm too embarassed to actually wear. My life revolves around creation, which might explain why I've found a welcoming home in both the startup and art scenes.

Loveholidays	Lead Front-End Architect	2014 - 2015
Engineering management of a 7 person development team of <i>Javascript</i> & <i>Python</i> developers responsible for the Loveholidays Web Application, providing hands-on technical leadership and prioritisation.		
Led the top down rewrite of the entire website (turning spaghetti into lasagne), converting a code base of legacy JS into a modular architecture based on <i>Backbone.js</i> and ES6. Incrementally rearchitected different parts of the site while still providing a stable code base for continued functional development.		
Freelance Engineer	R&D and Consulting	2013
Designed and implemented <i>Front End</i> solutions, coaching customer R&D teams on their process and approach to engineering. Contracted by several different companies, including ReallyGood, Conduit, Klarna and Cyhawk Ventures.		
Pluralis	Senior Front End Developer	2011 - 2012
As the first employee at an early stage startup (pre round A) I was solely responsible for the design and implementation of the Front End architecture of our A/B testing product.		
Using <i>Backbone.js</i> , <i>Underscore</i> , <i>jQuery</i> , <i>Bootstrap</i> , <i>LESS</i> and vanilla <i>Javascript</i> , I created a system for Multivariate A/B testing, an SDK for third-party developers and a web application for the management and execusion of A/B testing competitions.		
I built several Javascript libraries, including a library for cross-build module management and a reverse CSS-selector engine for persistable DOM querying.		
I supported development of a backend system using <i>Java Spring</i> and <i>AWS</i> . Implemented storage solutions using <i>MongoDB</i> and <i>CouchDB</i> .		
Metacafe	Web Engineer	2011 - 2010
Development of a Web Application using <i>PHP</i> and <i>Javascript</i> for the Metacafe portal and the site's semantic data layer in a high scale and high traffic web environment.		
Designed, implemented and extended infrastructure packages using <i>PHP</i> for <i>Mediawiki</i> , <i>Semantic MediaWiki</i> and an in-house MVC web framework.		
Integrated the Metacafe Semantic data layer with the <i>Sesame RDF</i> database.		
Implemented caching layers using <i>Memcached</i> and <i>Varnish</i> , and tuned caching and eviction strategies in <i>PHP</i> and <i>VCL</i> in a massive scale environment (measuring several millions of request per day). Implemented asynchronous workers using <i>Gearman</i> in <i>PHP</i> to perform offline processessing and semantic analysis of video content.		
Military	Application System Engineer	2009
Product Management, System Analysis and Oversight over the development of a multimillion dollar <i>Command & Control</i> system.		
Military	Team Lead, Army Captain	2006 - 2008
Engineering management of two development teams (8 people in total) working on two <i>ASP.Net Web Applications</i> .		
Technical design and development of Web Applications and Services in <i>Javascript</i> and <i>C#</i> .		
Designed the data layer and integration with both the <i>Oracle 9i</i> and <i>SQLServer</i> databases.		
Military	Software Developer	2005 - 2003
Developed an N-Tier ASP.Net web application as part of a four person team. Built both UI and BL components for data display and manipulation using Javascript and <i>C#</i> libraries. Created and took ownership of a department wide position responsible for all UX and design work.		
Freelance	Web Designer	2002
Freelance graphic designer, servicing both private clients and companies such as HP's Indigo division.		