

GIDI MEIR MORRIS

Engineering Manager & Software Developer

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Profile

I’m an engineering leader who builds teams and products that scale. My 20+ year track record spans startups and scale-ups, from 0→1 product development to leading 20+ person distributed teams. I have a deep interest in the [team dynamics](#), [continuous improvement](#), and [cross-functional collaboration](#) that make it possible to translate complex technical domains into successful products. I’m passionate about the future of our climate, its impact on our lives, and the role of technology in shaping these.

Work Experience

Revalue

2024 - 2025

Head of Engineering

Took the Revalue platform 0→1, enabling us to scale our process of assessing the carbon-impact of projects from months to minutes—unlocking a critical pipeline of commercial opportunities. Founded and led the product engineering team, establishing our technical strategy, architectural foundations, and high-performance culture. Drove translation of complex carbon project assessment challenges into scalable technical products [through deep collaboration](#) with data science, machine learning and climate science teams. Brought a unique perspective to the Senior Leadership team, helping Revalue scale its distributed teams, and influencing company-wide culture and strategic decisions.

**Impact:** Platform now produces feasibility-level insights at the drop of a shapefile; enabling significantly faster assessment cycles and Revalue’s competitive advantage.

NatureBound

2022 - 2023

Co-Founder & CTO

Co-founded a climate tech venture, defining our product vision and go-to-market strategy for addressing the scale of emissions and biodiversity-loss in agriculture. Raised £160k across equity and grants through investor pitches and grant applications. Led customer discovery across multiple sectors and shipped a proof-of-concept Biodiversity Observability platform leveraging Vision AI and remote sensing imagery to detect biodiversity features at scale. Secured multiple strategic partnerships with biodiversity monitoring companies, data providers, and domain experts.

**Key Learning:** 0→1 company building, climate tech market dynamics, fundraising, and translating scientific domain expertise into commercial products.

Primary Toolset

Methodologies & Catalytic Skills

- Individuals and Interactions over Processes and Tools
- Extreme Programming, Scrum
- Pair & Ensemble Programming
- Mentorship & Collaboration

DevOps Practices

- Continuous integration, delivery & feedback
- Monitoring, Alerting & Observability
- Test Driven Development
- Automated Testing (browser & black-box)

Technical Domains

- Proficient in Typescript, Rust, Java
- Data Engineering for ML & Vision AI
- Distributed & Reactive system design
- Node.js, React, Browser & Web APIs
- Geospatial Databases, Remote Sensing
- Functional & Reactive programming
- Elasticsearch, the ELK Stack, PostgreSQL
- AWS, GCP, Infrastructure as Code

Elastic

2020 - 2022

### Senior Engineering Manager (Alerting & ResponseOps Team Lead)

Took leadership of Elastic's alerting initiative at a critical inflection point - evolving it from a beta feature into an enterprise-grade product that now powers our Security and Observability offerings. Scaled our [distributed product engineering team](#) from 3 to 20 across multiple teams and time zones, building out the recruiting process, onboarding process, and leadership structure of the team. Spearheaded a cross-departmental collaboration process that aligned three major product areas (Platform, Security, Observability) around shared priorities, tradeoffs and technical constraints—breaking down silos that had historically slowed delivery. Formulated and delivered company-wide Catalytic Skills training sessions, fostering the communication and growth mindset skills essential for effective collaboration.

**Impact:** Laid the groundwork for alerting to become a core revenue-generating differentiator across Elastic's entire product line.

Elastic

2019 - 2020

### Principal Software Engineer

Optimised the distributed task management system that powers the Elastic Alerting framework, achieving 100x scalability improvement per node. This increase in concurrent rule execution enabled Elastic to take its Security and Observability alerting products from Beta to General Availability.

Unruly

2016 - 2019

### Senior Software Developer (Supply-Side Team Lead)

Engineering Manager of a 10+ person product engineering team charged with building Unruly's Programmatic Demand business. Through iterative product discovery and delivery, we scaled our Ad Exchange from proof-of-concept to a production distributed system handling tens of thousands of requests per second globally. Represented Unruly on the IAB openRTB Working Group, influencing industry standards by increasing transparency and privacy measures. Championed XP practices (Pair/Ensemble Programming, Collective Ownership, etc.) fostering collaboration, self-organization, catalytic skills and [continuous improvement](#) throughout the department. Beyond team leadership, served as Unruly's first "Nomad"—roaming technical leadership across all engineering teams—and steward of the Product Development Diversity & Inclusivity initiative.

Loveholidays

2014 - 2015

### Lead Front-End Architect

Engineering Manager of a 7-person team, I led the [complete modernisation of the Loveholidays website](#) in a period of rapid growth. Tackled significant technical debt and low team morale through an incremental rearchitecture, enabling continuous feature delivery while systematically rebuilding our technical foundations and revitalising the developer experience.

## Open Source Projects

on [github.com/gmmorris](https://github.com/gmmorris)

Active in open source for 20+ years, including multiple open-source projects adopted commercially and contributing to Kibana, Babel, jQuery, Highlight.js, MooTools and others.

## Education

Officer Candidate School (IDF) 2006

### Software Development Management

A 6 months of Military Officer training covering Leadership and Team Building, with a specialisation in Software and Product Delivery.

Mamram (IDF)

2003

### Software Development Bootcamp

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

## Earlier Experience

### Back when I was young and naive

#### Freelance

2013

#### R&D Consultant

Delivered front-end architecture and engineering coaching for Klarna, Conduit, and other growth companies.

#### Pluralis

2011 - 2012

#### Senior Front End Developer

First engineering hire at a pre-seed startup. Built the entire front-end architecture for an A/B testing product including a multivariate testing system, developer SDK, and user-facing management platform.

#### Metacafe

2011 - 2010

#### Web Engineer

Optimised the web application and semantic data layer of one of the highest-traffic websites in the world (Alexa top-10, at the time) which was facing performance bottlenecks at scale. Architected a multi-layer caching strategy using Memcached and Varnish that dramatically improved page load times, and built an asynchronous processing pipeline with Gearman to handle video content analysis and transcoding - enabling the platform to scale efficiently under massive traffic loads.

#### Military Service

2003 - 2009

#### Software Engineer, Product Manager & Team Lead

Led multiple engineering teams, delivering everything from Command & Control systems to information management systems.

## Who Am I Really?

I grew up in an agricultural village in Israel, but it was in Tel Aviv that I truly discovered my passions and interests.

In addition to my tech pursuits, I've enjoyed exploring various hobbies. Photography has been a fulfilling endeavor, with opportunities to exhibit my work in Israel and London and collaborate on commercial projects in the entertainment sector. I'm also enthusiastic about martial arts and have achieved a 2nd Master grade in Wing Tsun Kung Fu, as well as a dedicated rock climber.

I'm also an avid commentator on political and theological matters, possibly too much, as in 2014 Quora named me one of their Top Writers - an achievement that came with a custom fleece jacket, which I cherish but seldom wear.