

GIDI MEIR MORRIS

Engineering Manager & Software Developer

cv@gidi.io

London, UK

 gidi.io

 github.com/gmmorris

 uk.linkedin.com/in/gidimorris

Profile

I'm an engineering leader who builds teams and products that scale. A 20+ year track record across startups and scale-ups, from 0→1 product development to leading 20+ person distributed teams. Deep expertise in [team dynamics](#), [continuous improvement](#), and [cross-functional collaboration](#) that translates complex technical domains into scalable products. Passionate about climate tech and driving positive social impact through technology.

Work Experience

Revalue Head of Engineering

2024 - 2025

Took the Revalue platform 0→1, enabling us to scale our carbon project assessment process from months to minutes and unlocking a critical pipeline of opportunities. Founded and led the product engineering team, establishing our technical strategy, architectural foundations, and high-performance culture. Enabled the translation of complex carbon project assessment challenges into scalable technical products [through tight partnership with data science 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 Co-Founder & CTO

2022 - 2023

Co-founded a climate tech venture from scratch, defining product vision and go-to-market strategy for emissions reduction and curbing biodiversity-loss in agriculture. Raised £160k across equity and grants through investor pitches and grant applications. Led customer discovery across multiple sectors, validated product-market fit, and shipped POC Biodiversity Observability platform. 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

Technical Domains

Data Engineering for AI/ML, Vision AI

Typescript, Rust 2018+, Java 8+

Node.js, React, JS Compilation

HTML, CSS, Browser & Web APIs

Spatial Databases, Remote Sensing Pipelines

Functional & Reactive programming

Reactive system design

AWS, GCP, Terraform & Immutable Infrastructure

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

Took leadership of Elastic's alerting initiative at a critical inflection point - evolving it from a beta feature into an enterprise-grade product that would power our Security and Observability offerings. Scaled our [distributed product engineering team](#) from 3 to 20+ engineers across multiple time zones, building out the recruiting process, onboarding process, and leadership structure of the team. Spearheaded a cross-departmental collaboration framework 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 to dozens of engineers, 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 Principal Software Engineer 2019 - 2020

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

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

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 a proof-of-concept to a production distributed system handling over 10k requests/second across multiple regions. 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 Lead Front-End Architect 2014 - 2015

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

Elasticsearch & the ELK Stack, PostgreSQL

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*.

Education

Software Development

Management 2006

Officer Candidate School (IDF)

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

Software Development

Bootcamp 2003

Mamram (IDF)

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.

High School Diploma

Kvutzat Yavne High School

Computer Science major 2002

Earlier Experience Back when I was young and naive

Freelance Engineer R&D and Consulting 2013

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

Pluralis Senior Front End Developer 2011 - 2012

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

Metacafe Web Engineer 2011 - 2010

Optimised web application and the semantic data layer for one of the highest-traffic websites in the world (Alexa top-10) 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 asynchronous processing pipeline with Gearman to handle video content analysis offline - enabling the platform to scale efficiently under massive traffic loads.

Military Service Software Engineer, Product Manager & Team Lead (Army Captain) 2003 - 2009

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.