

# GIDI MEIR MORRIS

Software Developer & Engineering Manager

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

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## Primary Toolset

### Technical Domain

Node.js, Javascript ES5+  
Java 8+  
CSS, SASS & their ilk  
HTML, The DOM & Web APIs  
Rxjs, React, Preact & their ilk  
Compile-time tooling for JS runtimes  
Functional & Reactive programming  
Reactive system design  
AWS, Terraform & Immutable Infrastructure  
Elasticsearch & the ELK Stack  
Test Driven Development  
Automated Testing (browser & black-box)

### 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 & Structured Logging

## Open Source Projects

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

[Jeff Goldblum \(jg\)](#) A command-line JSON processor in Rust which searches for structures in JSON input and prints each matching object.  
[bs-rewire](#) Bucklescript bindings for Rewire  
[Meze](#) A Component Composition library for Declaratively Composable Operations  
[Safeobj](#) Proxy based safe property access  
[Simmer](#) Reverse CSS Selector Engine

In addition to releasing my own projects I have contributed over the years to several community Open Source projects such as *Babel*, *highlights.js*, *mootools* .

## Profile

I am a technology leader with a successful track record of building, leading, and nurturing high-performing engineering teams, and shipping products rapidly and sustainably. Experienced at direction setting, aligning efforts, managing risks, and focusing on outcomes in complex engineering environments. The past two decades have afforded me the opportunity to experience a diverse and comprehensive array of technical and managerial roles, affording me the privilege of leading at a variety of levels. Driven by a deep interest in agile practices, team dynamics, continuous improvement and mentorship, all of which I hold as equally important as engineering ability, in pursuit of successful product delivery. Alongside sustainably delivering high-quality work, I passionately believe in positively impacting my community and industry, acting as a catalyst for change in pursuit of [positive social and environmental outcomes](#).

## Work Experience

**NatureBound** CTO & Co-Founder 2022 - 2023  
**Elastic** Senior Engineering Manager 2020 - 2022

Grew the Elastic Alerting effort from a small engineering team into an organisation, hiring and onboarding engineers into multiple teams, coaching area-leads through the adoption of a new agile process in [a distributed environment](#).  
Successfully led the iterative engineering effort to scale Elastic's alerting offering from a limited beta product to an enterprise-ready General Availability product.  
Ran a series of department-wide learning & development training sessions on Catalytic Skills, covering the communication skills and growth mindset necessary for high-performing teams to collaborate and operate effectively.

**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 2016 - 2019  
**Engineering management** of a 10+ person Extreme Programming development team providing [mentorship](#) and hands-on technical guidance.

Owner of the Programmatic Demand business strand, ensuring valuable prioritisation, research and implementation of deliverables in a lean, yet sustainable, manner.  
Full stack development of the Unruly Ad Platform using *Javascript & Java* using *immutable infrastructure on AWS*.  
Among other things this includes R&D of: Our Ad Exchange, *a multi-region distributed system* servicing thousands of requests a second. Our Supply Side Platform, a *Web Application* in *React & Redux*. A variety of Video Ad Formats and *client side solutions* in vanilla *Javascript*.

Working in an XP environment ( *agile, Pair & Mob Programming, Collective Ownership, & Merciless Refactoring*), I have focused on *collaboration, self organisation* and *mentorship* across all aspects of product delivery and a variety of catalytic skills.

Stewardship of the Product Development *Diversity & Inclusivity* group.  
Unruly's first Nomad, providing roaming technical leadership across all development teams.

Education		
Officer Candidate School (IDF)		2006
<b>Software Development Management</b> 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
<b>Software Development Bootcamp</b> 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
<b>High School Diploma</b> Computer Science major		

## Who Am I Really?

I grew up in Israel where, after serving in the military for several years, I focused my efforts on finding my way into the Tel Aviv tech scene. I am also an accomplished photographer, having exhibited in Israel and London, completed commercial jobs for clients in the Israeli entertainment industry and taken part in major art fairs. I am a martial arts parctitioner and instructor, currently holding a *2nd Master* grade at Wing Tsun Kung Fu. I am also an avid commentator on all things political and theological and was named one of Quora’s Top Writers for 2014. I live in order to create, which is, I believe, why I have found such warm homes in both the startup scene and the art scene.

<b>Loveholidays</b>	Lead Front-End Architect	2014 - 2015
<b>Engineering management</b> 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 ( <a href="#">turning spaghetti into lasagne</a> ), 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.		

<b>Freelance Engineer</b>	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.		

<b>Pluralis</b>	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 implemation 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> .		

<b>Metacafe</b>	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.		

<b>Military</b>	Application System Engineer	2009
Product Management, System Analysis and Oversight over the development of a multimillion dollar <i>Command &amp; Control</i> system.		
<b>Military</b>	Team Lead, Army Captain	2006 - 2008
<b>Engineering management</b> 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.		

<b>Military</b>	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 C# libraries. Created and took ownership of a department wide position responsible for all UX and design work.		

<b>Freelance</b>	Web Designer	2002
Freelance graphic designer, servicing both private clients and companies such as HP’s Indigo division.		