Rocky Gray

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Coinbase   October 1, 2025
Hiring Team

Dear Hiring Team,

I am excited to apply for the Engineering Manager role within Coinbase's Platform Product Group. With over a decade of experience designing and scaling distributed systems and APIs at companies like Reddit, Cash App, Twitter, Capital One, and Storyblocks, I bring the technical depth and leadership experience required to help Coinbase build a trusted, scalable, and compliant foundation for the onchain economy.

At Reddit, I currently lead the Ads API Platform and Business Engineering teams. My work includes driving platform reliability, scaling partner integrations, and delivering cross-functional projects such as a rate-limit redesign that aligned 20+ internal teams and external partners, as well as guiding the first MCP server implementation within Ads, which earned company-wide recognition. Before Reddit, I managed the distributed ledger teams at Cash App, ensuring reliable money movement across the ecosystem, and earlier at Twitter, I scaled the Ads API Data Service team from 5 to 15 engineers, driving adoption of architectural patterns that accelerated product experimentation.

Throughout my career, I have consistently:

- **Built and scaled engineering teams** — promoting engineers into leadership roles and instilling strong system design practices.

- **Delivered distributed platforms at scale** — from Cash App's real-time ledger to Capital One's dual-region Focus platform, where I co-invented multiple patents.

- **Balanced strategic vision with execution** — defining multi-year roadmaps while guiding teams through rapid delivery in high-growth environments.

- **Maintained hands-on technical depth** — contributing to architecture reviews, code discussions, and incident response, ensuring high-quality engineering processes.

What excites me most about Coinbase is the mission to increase economic freedom. My background building financial and API platforms has given me a deep appreciation for the power of reliable, open systems, and I am eager to apply this experience to accelerate adoption of the onchain financial system.

I would welcome the opportunity to bring my experience building large-scale platforms, mentoring engineering talent, and driving technical excellence to Coinbase's Platform Product Group. Thank you for your consideration, and I look forward to the possibility of contributing to Coinbase's ambitious mission.

Sincerely,

Rocky Gray Jr.

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