Contact

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www.linkedin.com/in/keith-hoerling
(LinkedIn)
dimensionsoftware.com (Company)
login.dimensionsoftware.com
(Portfolio)
hoerling.com (Personal)

Top Skills

C#

Software Development

C++

Languages

German (Professional Working)

English (Native or Bilingual)

Certifications

CompTIA A+

CompTIA Network+

WWDC

Honors-Awards

F6S / New Ventures Accelerator
2017

Golden Key International Honour
Society

National Society of Collegiate
Scholars

Alpha Gamma Sigma Honors
Society

Publications

Toorcon

Keith Hoerling

CTO // Engineer // Leader
Santa Monica, California

Summary

Building Beautiful Software & Teams

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Experience

Dimension Software
Founder & CTO
1997 - Present
Santa Monica

Dimension is a software architecture, engineering & creative design firm that
grows businesses. Shopify, Native Apps and Web are our specialty. I lead a
potent, tight-knit team to adopt new technology that ensures our clients' never
fail. My responsibilities culminate into making our clients look & feel their best.
Check out our latest Shopify Passwordless Login app, Call to Action Podcast
syndicated right here on sunny Silicon Beach and reach out to say hello. We
help ignite both startups and enterprises!

Manufactur LLC
Software Engineering & Architecture
June 2016 - Present
Greater Los Angeles Area

Dimension Software x Manufactur won F6S / New Venture's incubator for
WineAmp (http://wineamp.com) and we have an on-going collaboration that's
building beautiful things. Most recently we launched LiveTinted (https://
livetinted.com) with two (2) custom Shopify plugins for handling content
creation and a modern, sleek Passwordless login flow that increases customer
conversion.

Weedmaps
CoFounder & CTO
2007 - 2013 (7 years)
Irvine

Bootstrapping startups into enterprises, winning incubators as seed-money
and responsibly scaling business to multiple-commas of sustainable revenue is
my forte; just ask!

Internet Brands
Lead Software Engineer
June 2008 - 2010 (2 years 7 months)
Los Angeles

As one of the few engineers able to cross all verticals, I was responsible for leading the Travel & Lifestyle vertical and assisting development across others.

Opposing Views
Software Engineering Consultant
June 2008 - 2008 (7 months)
Greater Los Angeles Area

Brought in temporarily by Russel Fine as a Lead Developer at Opposing Views to rescue their project from outsourcing pain-points, developed custom acts_as_commentable and acts_as_ratable Ruby+Rails plugins, Rails infrastructure, and UI widgets (YUI, JQuery & Ext) among other research and development tasks for an online debate system designed to help people make well-informed decisions on the issues they face each day.

DYNAMIC CONCEPTS, INC.
Software Engineer
2004 - 2007 (4 years)
Orange County, California Area

Lead a team of three developers and a systems guru in handling the day-to-day needs of Dynamic's .NET & LAMP-stacked clientele, ported Ebay's Java/Tomcat ProStores engine to OS X Server, authored a proxy bridge in C to inject applications into Windows guest hosts on Virtual PC, released a XML/PDF Java servlet sporting an AJAX interface, and maintained two of Dynamic's core products: DynamicXport (secure transport for Unix RPC), and DynamicPaper (a portable print driver for Unix & Windows)

lBox.org
DevOps Team Lead
1997 - 2007 (11 years)
Greater Los Angeles Area

DevOps and system administrator for the lBox community: Linux, FreeBSD & OpenBSD servers

Rhythm Interactive
Software Engineering Consultant
2006 - 2006 (1 year)

Orange County, California Area

Implemented a number of osCommerce/PHP plugins, adding tiered buying capabilities and advanced merchant features through the checkout process

CDS Labs
Chief Hacking Officer and Donut-Sprinkler
2002 - 2005 (4 years)
Orange County, California Area

Architect and enginer behind a spare-time project, Luna: a portable networking tool (C & Perl) working at the IP layer to guarantee a high degree of anonymity and security to communicating parties.

Defcon XI Security Conference '03
Toorcon Security Conference '03

Millennia Mortgage
Senior Lead Software Engineer
2002 - 2004 (3 years)
Orange County, California Area

Designed a C#.NET-based time management application sporting browser-based and mobile interfaces as a pair-programming team; code-audited a slick J2EE/JBoss mortgage rules engine

Anderson Unicom
Software Engineering Consultant
2000 - 2001 (2 years)
Orange County, California Area

Conferred with a team of three developers to design and implement a n-tier medical life science procurement system using Objective-C and Java (bridged) atop Apple's WebObject frameworks

Westland Engineering
Software Engineering Consultant
June 2000 - June 2000 (1 month)

Published an editable, web-friendly interface to a complex mathematical spreadsheet online, utilizing Perl's superior parsing abilities to lexically analyze a subset of Microsoft Excel's VBA

Javanet
Software Developer
1998 - 1999 (2 years)

Developed a portable user interface in Java to communicate with a programmable PBX via client/server RPC as part of a four-developer team

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Education

Chapman University
Bachelor of Science - BS, Computer and Information Systems Security/ Information Assurance · (2004 - 2006)

Orange Coast College
Associate of Arts and Sciences - AAS, Computer Engineering · (2000 - 2002)