Keith Hoerling

Silicon Beach, CA // keith@hoerling.com

My passion is co-creating realtime, futuristic solutions— sticky, idea-to-production experiences that drive replay value.

Senior Engineer // Nike (\$NKE) 2022-2024

Supported both frontend & backend <u>Nike Virtual Studios</u> teams, from cloud infrastructure through distributed web3/polygon software solutions and mentorship. (Elixir, Typescript, React/Next.JS & AWS)

Head of Engineering // <u>Umee</u> (\$UMEE) 2022

Lead the engineering team day-to-day, drove various web3/COSMOS projects to Mainnet, including the <u>Umee Discord + Web faucet</u>, <u>a slick on-chain/realtime analytics tool</u> and Peggo. (Golang & React + Native)

Creator // <u>Dimension Software</u> 1998-2021

Lead a potent, tight-knit team, ensuring <u>our customers</u> never failed; <u>launched iOS</u> & Android apps, <u>Shopify apps + Storefronts</u>, <u>Podcasts</u>; <u>engineered</u> with: Clojure, Elixir, <u>Dart + Flutter</u>, <u>Next.JS + Typescript</u>, <u>React + React Native</u>, Svelte.JS, WebSockets + GraphQL; Amazon AWS & <u>Google GCP</u>.

CoFounder & CTO // WeedMaps (\$MAPS) 2007-2013

Created and bootstrapped from startup through enterprise; scaled multiple-commas of sustainable revenue; supported millions of customers monthly; lead the technology and engineering teams.

Consultant	Manufactur 2016-2019	Raised VC, React, Shopify
Engineering Director	Instant Channel 2015-2019	Elixir, Phoenix, Elm, NodeJS
Lead Engineer	Cars Direct 2008	Ruby on Rails, Perl, C#
Consultant	Opposing Views 2008	Ruby on Rails
Senior Engineer	<u>Dynamic</u> 2004-2007	C, Ruby on Rails, Perl, Java, C#
Consultant	Rhythm Interactive 2006	PHP + OSCommerce, LAMP, Linux
CoFounder	CDS Labs 2002-2006	C, Perl, x86 ASM
Consultant	Millennia Mortgage 2002-2004	C#, Java + JBoss
Consultant	Anderson Unicom 2000-2002	Objective-C, Java, WebObjects
Software Engineer	Javanet 1998-2000	Perl, Java, Visual Basic

EDUCATION

Chapman University 2006

B.S. Computer Information Systems & Business

Orange Coast College 2002

A.A.S. Computer Science and Engineering

FUNDING & AWARDS

F6S New Ventures Accelerator VC Raise (2018)
TechCrunch & Y-Combinator participation (TC40-TC50)
Apple Distinguished Engineer Scholarship WWDC (2003-2004)
Golden Key International Honors Society, National Society of Collegiate Scholars, Alpha Gamma Sigma Honors Society (2002-2006)