Keith Hoerling

Silicon Beach, CA // 949.632.1122 // keith@hoerling.com

Creator // Dimension Software 1997-Present
Launched iOS apps, Shopify apps + Storefronts, Podcasts, diverse web & mobile solutions; leading
a potent, tight-knit team, ensuring our customers never fail; Engineering with: Clojure, Elixir,
Erlang, Dart + Flutter, Node.JS + Typescript, React + Native, Swift, GraphQL + Postgres;
Implemented Serverless technology: Amazon AWS, Google Firebase, Prisma, Vercel (Next.JS).

Consultant // Manufactur 2016-Present
Raised venture capital & launched WineAmp; Flume Music; Smashmallow + LiveTinted on Shopify with
a Passwordless spin-off SaS solution: React + Native, Node.JS + Typescript, Apollo + GraphQL.

Director of Engineering // Instant Channel 2014-2018
Lead a medium-sized team of engineers; launched income-doubling efficiency tools; upheld a
realtime distributed SaS platform used by millions daily: Elm + Elixir (Phoenix, OTP, RabbitMQ).

CoFounder // WeedMaps 2007-2013
Created and bootstrapped from startup to enterprise; scaled multiple-commas of sustainable
revenue; supported millions of customers monthly; lead the technology team.

Software Engineer // CarsDirect @ Internet Brands 2008-2010
Travel & Lifestyle engineering lead, of the few able to work across verticals: WikiTravel,
FlyerTalk, VBulletin, Ben's Bargains; assisted development across geo-distributed teams.

Consultant	//	Opposing Views 2008	Ruby on Rails
Software Engineer	//	Dynamic Concepts 2004-2007	C, Ruby on Rails, Perl, Java, C#
Creator	//	1Box Community 1997-2007	DevOps, Ruby, Perl, BSD, Linux
Consultant	//	Rhythm Interactive 2006	PHP + OSCommerce, LAMP
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 & Security

Orange Coast College 2002
A.A.S. Computer Science and Engineering

FUNDING & AWARDS

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

HOBBIES

Y-Combinator Startup School — Ava Bloodwork Online Clinic 2019
PowerBulletin — Postmodern, real-time, open source community software 2014-2016
Defcon & Torcon Speaker on Project Luna — a stealth security & anonymity nexus 2003