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 Nike Virtual Studios teams, from cloud infrastructure through distributed web3/polygon software solutions and mentorship. (Elixir, Typescript, React/Next.JS & AWS)

Head of Engineering // Umee ($UMEE) 2022
Lead the engineering team day-to-day, drove various web3/COSMOS projects to Mainnet, including the Umee Discord + Web faucet, a slick on-chain/realtime analytics tool and Peggo. (Golang & React + Native)

Creator // Dimension Software 1998-2021
Lead a potent, tight-knit team, ensuring our customers never failed; launched iOS & Android apps, Shopify apps + Storefronts, Podcasts; engineered with: Clojure, Elixir, Dart + Flutter, Next.JS + Typescript, React + React Native, Svelte.JS, WebSockets + GraphQL; Amazon AWS & Google GCP.

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.

Role		Company	Years	Technologies
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	//	Dynamic	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)