

# Keith Hoerling

Silicon Beach, CA // [keith@hoerling.com](mailto:keith@hoerling.com)

My passions are co-creating futuristic solutions and leadership.

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

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

Head of Engineering // UX (\$UX) 2022

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

Creator // Dimension 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 + Phoenix, Dart + Flutter, Next.JS + Typescript, React + Native, Svelte, WebSockets, GraphQL; Postgres, 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.

|                      |    |                             |           |                                    |
|----------------------|----|-----------------------------|-----------|------------------------------------|
| Consultant           | // | <u>Manufactur</u>           | 2017-2020 | Raised VC, React, GraphQL, Shopify |
| Engineering Director | // | <u>Instant Channel</u>      | 2015-2019 | Elixir + Phoenix, GraphQL, NodeJS  |
| Lead Engineer        | // | <u>Cars Direct</u> (\$CARS) | 2008      | Ruby on Rails, Perl, C#            |
| Senior Engineer      | // | <u>Dynamic</u>              | 2004-2007 | C, Ruby on Rails, Perl, Java, C#   |
| Consultant           | // | <u>Rhythm Interactive</u>   | 2006      | PHP + OSCommerce, LAMP, Linux      |
| CoFounder            | // | <u>CDS Labs</u>             | 2002-2006 | C, Perl, x86 ASM                   |
| Consultant           | // | <u>Anderson Unicom</u>      | 2000-2002 | Objective-C, Java, WebObjects      |
| Software Engineer    | // | <u>Javanet</u>              | 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 participation TC40 & TC50

Apple Distinguished Engineer Scholarship WWDC 2003-2004