

Muness Castle

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Technology executive with 20+ years of experience. Expert in data engineering and analytics, strategy, software architecture, and management. Known for getting the right things done by developing autonomous, mission-driven teams whose members challenge and support one another.

Professional Experience

Director of Engineering, Data | *NerdWallet* | August 2023 – September 2025

- Directed the company-wide transition to a modern, scalable data warehouse supporting financial, analytics, and operational reporting. Improved data reliability and reduced backfill latency from weeks to under 48 hours – establishing trusted infrastructure for strategic decision-making across business units.
- Led automation of Estimated Per Click (EPC) modeling, replacing error-prone spreadsheets with real-time estimates. Enabled faster campaign tuning and ad spend optimization, contributing to a seven-figure improvement in top-line performance marketing performance in SMB.
- Strengthened cross-functional partnerships with Marketing, Analytics, and Finance through transparent roadmapping, shared KPIs, and improved data access—transforming perceptions of the Data team from reactive support to proactive strategic partner.
- Scaled self-service analytics capabilities by delivering curated datasets (e.g., Plaid, TransUnion) and modern tooling, decreasing ad hoc support requests and improving time-to-insight for dozens of teams.
- Cultivated a culture of innovation and informed risk-taking, championing outcome-driven initiatives and award-winning hackathon projects that unlocked new business capabilities and increased team engagement.

Director, Data Science – Admin, Developer Platform and Production Engineering | *Shopify* | September 2021 to May 2023
Admin & Mobile Core Product:

- Developed metrics that showed impact over time for medium and large merchants. This addressed board desire to understand the growth, back office and mobile initiatives impact.
- Redirected Shopify Mobile development towards companion usage, leveraging data insights and narratives.
- Boosted Home feed, Merchant Guides, and Alerts feeds engagement by collaborating with teams to optimize or remove low-performing content, increasing Alerts engagement from 10% to 24% in Q1 2023.

Developer Platform:

- Identified app performance improvement opportunities in specific REST endpoints and GraphQL fields by processing complex performance logs.
- Developed self-service insights tool for developer funnels, enabling customizable funnel analysis and leading to roadmap changes addressing developer segment blockers.

Production Engineering:

- Automated and refined resource-specific forecasts, resulting in lower target budgets and improved GCP negotiations.
- Mapped GCP spend per resource to services and teams, enabling quick identification and mitigation of spend changes.
- Optimized merchant/database assignment, reducing error rates and costs.
- Overhauled Storefront performance metrics, ETL, and instrumentation, enabling impact measurement and focus on architecture improvements, such as prioritizing render times over costly region expansion.

Director of Engineering, Data and Production Engineering | *Zapier* | November 2019 to September 2021

The two departments included eight engineering managers, two agile practitioners, a product manager, and 40 individual contributors (data engineers/scientists/analysts, SREs/backend engineers).

As the lead of Data Platform, scaled data through cross-functional, domain-focused Insights pods:

- Implemented Data Mesh approach for data warehouse models and strategic insights/recommendations.
- Developed department strategies and goals informed by data-derived insights and experiments.

- Grew centralized data platform department with teams for ingest/storage/compute infrastructure, user/financials data assets, data governance, recommender systems, experimentation, ETL and reverse ETL tooling.
- Enabled dozens of simultaneous experiments for tens of thousands of users across website, application, email.
- Ingested data from dozens of third-party systems, databases, and billions of events daily.
- Achieved 1.7x increase in Open-to-Clickthrough rate with workflow recommender system.
- Implemented forecast model to predict ARR subscription and metered billing.

As the lead of Production Engineering, defined and executed our "you build it, you run it" strategy:

- Empowered teams by splitting services into separate AWS accounts, providing documentation/training materials, meeting Service Level Objectives (SLOs).
- Partnered with teams by embedding SREs, identifying hosted solutions for faster scaling/higher reliability, providing infrastructure design reviews, developing runbooks/incident response processes/escalation backup.

Head of Data | Zapier | March 2017 to Nov 2019

Grew the data organization from 2 data scientists to a cross-functional team of 20:

- Hired, managed, and coached Data engineers, warehouse engineers, data scientists and data analysts.
- Delivered quantitative insights to product and operations teams facilitating decision making.
- During my tenure we built out a data warehouse and BI platform that facilitates self-service of product, marketing, revenue and financial analysis.
- Provided funnel analysis, conversion rates, daily financial metrics including ARR per account, recognized revenue to name a few high visibility ones.
- Built out a data lake with relational and event data from all transactional and operational systems in-house and SaaS.
- Hands-on in developing financial metrics, MAU and other product usage, survival rate analysis, ETL, Kimball Dimensional modeling.

Vice President of Engineering | Eligible API | February 2016 to March 2017

- Managed a globally distributed team of 20 developers working on up to 8 projects at a time.
- Established and supervised daily scrums managing tasks, projects, and overall portfolio.
- Establish and execute roadmaps that encompass all feature development, engineering improvement and L2 engineering support.
- Led the data science team, taking transactional data from customers and using that to help them integrate, and produce ROI analysis with suggestions for how they can use Eligible's products.
- Created revenue and transactional reporting and forecasts for CEO, CFO, and board use.
- Led SOC2 certification which we secured in under 6 months.

Further experience available in my LinkedIn profile at [linkedin.com/in/muness](https://www.linkedin.com/in/muness).

Skills

SQL, ETL, Python, Power BI, Looker, Management, Agile, Data Analysis, Funnel Analysis, Survival Rate Analysis, Software Development, Event Modeling, Kafka, RedShift, BigQuery, SQL Server, Trino, Ruby On Rails, Event Stream Processing, Data Lake, C#, Java, Clojure, Perl, Kimball Modeling, Inmon, Star Schema.

Education

Franklin University, Columbus OH, USA, | Master of Science, Computer Science | 2004

Franklin University, Columbus OH, USA, | Bachelor of Science, Computer Science | 1997