David Reed • Technical architect, engineer, communicator

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I am a product-minded engineer and technical architect. I lead exceptional teams in building and scaling SaaS applications that shorten time-to-value for customers and maximize productivity for internal stakeholders. I've designed, shipped, and stewarded platforms that span CLI to cloud.

I'm passionate about delivering products that empower every role to do their most impactful work, from engineers to business users. I believe in async, distributed work and thrive in cross-functional teams. I strive to center compassion in everything I build.

Skills and Competencies

Python • Rust • C • Go • TypeScript • JavaScript • Bazel • SQL • React • Svelte • REST APIs • GraphQL APIs • Postgres • Redis • Docker • Kubernetes • Helm • Salesforce • Heroku • Django • FastAPI • CI/CD • GitHub Actions

System design • Technical mentorship • Agile • Stakeholder management • Platform engineering • Developer experience • Cross-functional collaboration • Consensus building • Public speaking • Developer advocacy • Product ownership • Free and Open Source (FOSS) software

Recent Experience

Staff Software Engineer, DevXP, Slack   2024-

- Designed and drove 2-year roadmap incorporating work towards Continuous Delivery, increased development safety, pipeline monitoring and alerting, test analytics, and developer velocity.
- Implemented Bazel builds for multi-stack monorepo, cutting build time by 6x (60m to 10m).
- Improved health of main branch by 42% by implementing continuous integration.
- Built continuous delivery framework spanning two substrates and 13 distinct environments.
- Mentored 2 junior engineers.

Principal Member of Tech. Staff / Architect, Salesforce   2022-2024

- Drove Solution Factory low-code development platform as Technical Architect.
- Collaborated with Product and Engineering stakeholders across 17 industry verticals and product teams to build 16 internal enablement initiatives and 3 customer acceleration solutions.
- Eliminated 100% of engineering cost for accelerators by enabling product stakeholders. Achieved 85% cost reduction in QA process. Improved sales engineering readiness by up to 12 weeks.
- Designed and built patented service for scalable push upgrades in Python, with over 2.8 million customer upgrades in year 1.
- Owned full-cycle implementation for Solution Cloud (Kubernetes, Python, TypeScript, React), including product vision, technical architecture, infrastructure, development leadership, and SRE.
- Planned comprehensive rearchitecture of 3 products from Heroku-based Python monoliths to Docker/Kubernetes/Helm-based microservices in Python and Java.

- Maintained 8 applications (Django/FastAPI web services, Python infrastructure services, and CLIs) supporting development and customer-facing delivery for 15 Salesforce cloud products, 7 community programs, and dozens of external ISVs and open source users.
- Presented regularly to Salesforce Industries senior leaders and principal architects and at global conferences.
- Established Architecture Review process and service ownership standards to ensure consistent quality and create engineer growth opportunities.

Lead Member of Technical Staff, Salesforce, Salesforce   2021-2022
- Created new CI/CD and delivery automation solutions using CumulusCI, Salesforce DX, GitHub Actions, Python/Django/FastAPI, TypeScript/React, Heroku, and Robot Framework/Selenium.
- Built automation to save engineers an average of 91% on hands-on setup time.
- Implemented automated pre-production packaging and E2E testing across more than 30 projects.
- Designed and built Metadata ETL Python framework for just-in-time delivery of fine-grained updates to customers.
- Built intelligent Python/SQL/Salesforce data load engine, yielding 500% speed increases.
- Coauthored 6 Trailhead modules, thousands of words of documentation.
- Presented over 20 public-facing talks and articles evangelizing CumulusCI and automation.

Senior Member of Technical Staff, Salesforce   2019-2021
- Created new automation capabilities using CumulusCI, Python/Django, TypeScript.
- Designed and implemented new dependency-resolution framework.
- Directly supported 5+ product teams as packaging subject-matter expert.
- Executed build, release, and delivery processes for more than 50 Salesforce managed packages reaching ~120,000 orgs.

Application Architect, Radian Group   2017-2021
- Developed Salesforce Lightning app to manage intake of over $10M/mo insurance premiums.

Salesforce Developer, American Civil Liberties Union   2017-2017
- Applied enterprise large data volume patterns to process 50 million+ data sets and 300,000+ donations per month on Salesforce.

Data Systems Manager, Santa Fe Institute   2012-2017
- Architected and built applications in Apex and Visualforce to support 5 departments.
- Migrated 3 legacy systems and 30 years of data into Salesforce by creating Python tools.

Service and Honors
- Salesforce TMP All-Star (top 1% engineer company-wide)   2023
- Salesforce MVP alumnus   2019
- Community-elected moderator, Salesforce Stack Exchange   2019

Open Source

- Stave: Volunteer and signup management app supporting roller derby leagues, in Python with Django.
- PayTransparency.work: application mapping pay disclosure laws in TypeScript with SvelteKit.
- Amaxa: Python Salesforce ETL tool for multi-object data loads with dependency tracing.
- Bibliothekai: web app cataloging translations of classical texts using Python, Django, LWC, TypeScript, and GraphQL.

Education

- M.A., Ancient Greek, Florida State University   2009-2011
- B.A., Liberal Arts, St. John's College   2005-2009