

Phil Monroe

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SUMMARY

Job History:

- Co-Founder + CTO @ [AMI](#) (2016 - 2022)
- Principal Software Engineer @ [Workday](#) (2014 - 2015)
- Lead Software Engineer @ Identified (2012 - 2014) - **acquired by Workday!**
- Co-Founder + Principal Software Engineer @ [Rakefire](#) (2011 - 2016)

Education:

Ohio University (2006 - 2011)

- Double Major in Computer Science, Audio-Music Production.

UC Davis (2011 - 2012)

- Computer Engineering Ph. D. track.
- Left the program early to start working directly with tech startups.

Top Technologies:

Ruby, Rails, Javascript, React, Sidekiq, PostgreSQL, Elasticsearch, Redis, UNIX Tools.

Familiar with:

Node.js, Go, Java, Scala, Swift, Native Applications (iOS + Android), Docker, DevOps, CI/CD, Terraform, Kafka, Tailwind CSS, Design Systems, Operating Systems, SOC2 Certification.

Areas of Interest/Expertise:

- Ruby on Rails development
- Distributed Systems, Microservices, and Service Oriented Architectures
- Fulltext Search
- Observability and Monitoring, Site Reliability
- Web Application Performance
- Computer Networking + Internet Routing
- Mentoring Software Engineers
- Big Data Pipelines
- Ecommerce + Influencer Sales
- Online Payments + Subscriptions

⬇ More details provided below ⬇

TECHNICAL SKILLS

Programming Languages: Ruby, Javascript/Node.js, Scala, Java, C/C++, HTML, CSS, UNIX Scripting(zsh, bash, sh)

Frameworks:

<i>Ruby</i>	Ruby on Rails, Sidekiq, Sinatra, Rack
<i>Javascript/NodeJS</i>	React, Turbolinks/Turbo, Webpack, Faye
<i>Design Systems</i>	Tailwind CSS, Storybook, View Component, Styled System, styled components
<i>DevOps</i>	Terraform, Docker, Capistrano, Puppet
<i>Scala/Java</i>	Spark + Spark Streaming, Scalding, Hadoop, Dropwizard, Finagle

Architecture/Infrastructure:

<i>Relational Databases</i>	PostgreSQL, MySQL, AWS RDS
<i>Hosting Platform</i>	Heroku, AWS, VMWare vCenter
<i>Fulltext Search</i>	Elasticsearch, Apache Solr, Elastic Cloud
<i>Logging + Observability</i>	ELK(Elasticsearch, Logstash, and Kibana), Logz.io, Grafana
<i>Edge Networking + CDN</i>	Cloudflare, Fastly
<i>Webserver + Load Balancer</i>	AWS, HAProxy, nginx, Caddy
<i>WAF + Network Firewall</i>	Cloudflare, AWS, Palo Alto Networks, Ubiquiti Unifi, Rack Attack
<i>Application Monitoring</i>	Bugsnag, Rollbar, Honeybadger, NewRelic, Skylight
<i>On-Call Management</i>	Pagerduty, Opsgenie
<i>Business Intelligence</i>	Redash, Mixpanel, Posthog
<i>CI/CD</i>	CircleCI, Github Actions, Jenkins
<i>Big Data</i>	Cloudera CDH(YARN, HDFS, Spark), Kafka, Zookeeper

Operating Systems: Mac OS X, Ubuntu, Amazon Linux, CentOS, iOS, Android

Software/Tools: Bundler, Rake, Fastlane, SBT, Maven, Make, Jenkins, GitHub/Github Enterprise, JIRA + Atlassian Products, IntelliJ IDEA, Eclipse, UNIX Tools

PROFESSIONAL EXPERIENCE

Co-founder / CTO - AMI

San Francisco, California / Powell, Ohio - January 2016 - September 2022

- Started and led a VC-backed startup with my cofounder [Amal Aziz](#).
- Core product was a CRM and marketing tool for modern-day social sellers (direct + affiliate sales).
- Multiplatform app was available on Web, iOS, and Android.
- Support composable and end-to-end functionality for running a modern social sales program with functionality for various user types (sellers, buyers, program administrators, etc.).
- The product was shut down in September 2022.
- Before closing, we:
 - Grew revenue up to \$2M ARR.
 - Averaged 15K+ MAU.
 - Helped facilitate up to \$262M GMV in attributable yearly sales for users.
 - Helped new social sellers achieve 100% to 125% more in monthly sales compared to those who did not use the AMI app.
 - The company grew to 16 employees, with six on the engineering team (including myself).
 - Achieved SOC2 Compliance.
 - Achieved GDPR + CCPA Compliance.
 - Internationalized most parts of the platform.
- Primary Responsibilities
 - Application architecture + development.
 - Engineering team management.
 - Sales engineering + solutions architecture.
 - Product and On-Call support management.
 - Platform observability and reliability.
 - Business analytics and reporting.
 - Anything else needed from a technical or product perspective.
- General Platform Architecture
 - Ruby on Rails primary application with additional Rails microservices.
 - React was available and used on high interactivity pages; Rails handled routing and rendered "static" pages.
 - Multi-platform applications delivered via Ruby on Rails and Turbolinks native adapters.
 - Highly concurrent background jobs via Sidekiq w/ custom middleware to support flexible autoscaling and user quality of service guarantees.
- Notable Projects
 - An enterprise-ready data integration framework
 - Highly configurable affiliate compensation engine
 - Comprehensive KPI and segmentation framework for efficiently incorporating data throughout the application
 - Fulltext search w/ advanced filtering capabilities
 - Custom hooks into iOS and Android applications to facilitate native actions (contact import, sending text messages and emails, deeplinking, etc)
 - Continuous internationalization that enabled product owners to adjust copy, internationalize strings, and release changes to production without engineering effort.
 - Design system structure and deliverability.

Principal Software Engineer - Workday

San Francisco, California - February 2014 - September 2015

- Workday provides SaaS-based enterprise solutions for a company's human resources and financial management activities.
- Workday acquired Identified to overhaul its search architecture and implement a new series of features dubbed Insight Applications, which leverage machine learning to offer predictive analytics to customers
- Led multiple team planning sessions and development using Agile Scrum for teams up to 8 members
- Architected search and insight application into what we are dubbing the SYMAN stack
- Present and teach search and insight architectures to other teams within Workday
- Built new search architecture based on Spark Streaming and Elasticsearch
- Leverage machine learning to predict which employees will leave a company based on HR data stored in Workday system.
- Evangelizing internal Workday processes to include virtualization, zero downtime deploys, and developer-driven build pipelines and tools

Co-founder / Principal Software Engineer - RBSavvy / Rakefire

San Francisco, California / Athens, Ohio - September 2011 - March 2016

- Two-person Ruby on Rails shop that developed in-house products and consulted directly with clients to build/enhance their web applications.
- All work was done outside of full-time jobs.
- Upgraded various Ruby on Rails applications to the latest version.
- Migrated various applications to Heroku for performance, stability, and cost.
- Consulting projects of interest:
 - *lale.help* - Developed a volunteer task management tool tailored to help refugee volunteer activities in Germany / Europe.
 - *californiacriminallawreporter.com* - Developed payments using PayPal, site administration, and improved search for California Criminal Law Reporter, a legal summary review site.
 - *plan.ryan nonprofits.com* - Designed and implemented strategic planning tools for organizations for Ryan Nonprofits.
 - *aubapp.athenschamber.com* - Implemented web backend for iOS app that connects consumers in Athens, Ohio to local businesses for the Athens Uptown Business Association.
 - *helloreverb.com/app* - Improved scalability, performance, and testing of iOS push notification service for Reverb news aggregation service.

Lead Software Engineer - Identified

San Francisco, California- March 2012 - February 2014

- I held many roles at Identified that helped lead to an acquisition by Workday
- Overall, Identified was a big data and analytics company that pioneered a technology transforming social data from Facebook into professional intelligence.
- Identified had two major products that I helped develop. The consumer Identified application compared users' professional experiences with their Facebook friends. Identified Recruit was a passive recruiting tool that allowed recruiters to connect and recruit Identified users.
- **Ruby on Rails Developer**
 - Supported feature development for both the consumer side and recruiting applications
 - Focused mostly on the Ruby/Rails backend with minor enhancements to the frontend javascript/coffeescript
 - Helped lead the separation of a monolithic Rails application into a more service oriented architecture
- **Lead Devops Engineer**
 - Automated the deployment and management of virtual infrastructure on Amazon EC2 with Capistrano
 - Deployed and ported entire infrastructure from EC2 to self hosted VMWare cluster
 - Helped with large database schema migration for a major release of Identified's consumer site
 - Analyzed, spec'd out and ported search architecture from Sensei DB to Apache Solr for Identified Recruit
- **Lead Software Engineer - Consumer Team**
 - Led team planning sessions and development using Agile Scrum for a team up to 6 members
 - Worked with Ruby/Rails and Backbone.js/Coffeescript to develop features
- **Lead Software Engineer - Data Team**
 - Led team planning sessions and development using Agile Scrum for a team up to 6 members
 - Contributed to in-house NLP project for normalization and canonicalization of job titles, majors, skills and organizations
 - Built internal Rails application to enable data analysts to provide training data for job title, major, skill and organization normalization
 - Developed data pipeline for distributed indexing and normalization of over 300 million Facebook profiles for Apache Solr on Hadoop using Scalding
 - Implemented location normalization(geocoding + reverse geocoding) to provide better display and searching based on city and metro areas using US Census TIGER data for Identified Recruit
 - Worked on scraping architecture to include more social networks into Identified Recruit
 - Extended data pipeline to incorporate multiple sources and use machine learning to match profiles across social media platforms

Head Sound Engineer – Ohio University School of Music

Athens, Ohio – November 2007 to August 2011

- Originally hired as Recording Engineer, promoted in Spring 2009
- Record School of Music events in studio and on location
- Experiment with recording equipment and classical microphone techniques
- Schedule and maintain a small recording studio with 5 employees

Intern / Live Sound and Lighting Engineer – Studimo Productions

Ashland, Kentucky – May 2007 to August 2011

- Setup stages, lighting and PA systems for concerts and events
- Worked with many national touring acts
- Drive and pack large box trucks

NVAC Internship – Pacific Northwest National Laboratory

Richland, Washington – June 2010 to August 2010

- Worked on projects related to multimedia processing and Computer Vision
- Participated in a team programming environment
- Practiced Agile Scrum

EDUCATION

Ohio University

- Majors in Computer Science and Audio-Music Production
- Minors in Music and Mathematics
- Graduated June 2011

University of California, Davis

- Started Masters and Ph. D. in Electrical and Computer Engineering
- Left the program to pursue my passion of web development

OPEN SOURCE CONTRIBUTIONS

Docker / Moby:

- <https://github.com/moby/moby/pull/15384>