Robert W. Baldwin
Curriculum Vitae

Austin, TX
+1 (415) 688-0458
rob.baldwin@hey.com
/robert-baldwin
/in/robwbaldwin

WORK EXPERIENCE

NOV 2022 – PRESENT (PT)

Buildcasa
Technology Advisor

As an advisor I provide general technology consult at the pre-seed stage. I built a low cost no-code backend using Make.com, tying together multiple services for the lead generation website, enabling modification and extension by non-technical staff.

DEC 2020 – NOV 2023 (FT)

Wonolo
Director, Software Engineering

In my time as director I significantly scaled the hiring process by training hiring managers, resulting in an organization of 40+ engineers organized into 7 teams spanning 5 functional domains. These domains were a B2B web portal, a B2C mobile app, a B2B2C ML powered marketplace, a growth marketing team, and a data analytics engineering function I introduced. I set data strategy at the leadership level, championing an enterprise data warehousing initiative, improving data based conversations, reducing miscommunication between departments and improving analytical capabilities.

APR 2019 – NOV 2020 (FT)

Wonolo
Manager, Software Engineering

As a manager I established a repeatable candidate evaluation process and grew the North American based engineering team from 4 to 12 engineers in 6 months. I prototyped a collaborative filtering candidate matching model using FastAI and oversaw the migration of the core candidate ranking system from the Ruby monolith to a Python service ultimately using XGBoost to significantly improve match performance. Performance was evaluated using an in-house backtesting framework and validated in production using A/B testing infrastructure built atop LaunchDarkly, Segment, and Snowflake.

OCT 2017 – MAR 2019 (FT)

Wonolo
Lead Software Engineer

The 1st North American backend engineer hired after Series B fundraise, I was responsible for overall application uptime, performance, security, and initial Heroku infrastructure. I designed, built, and deployed multiple features into production, contributing to multiple years of 2x topline revenue growth. I also lead the application side of a migration to a containerized service mesh on AWS using Nomad, significantly reducing operational costs.

FEB 2015 – OCT 2017 (FT)

Tapjoy
Senior Software Engineer

My most significant contribution was integrating a 3rd party real-time bidding service with Tapjoy's 1st party ad platform to grow video supply. Additionally, I improved the build pipeline using Jenkins and AWS spot instances to reduce both build times and operational costs. I prototyped an in-house CLI tool integrated with existing infrastructure and drove internal adoption to improve development velocity.

TECHNICAL SKILLS

EXPERT	Ruby, SQL, HTML
	Ruby on Rails
	Unix, Git, Vim
STRONG	Python, Javascript, Elixir, CSS
	Pandas, React, DBT, FastAI, Phoenix
	Postgresql, Docker, Nomad, AWS
EXPERIENCED	Rust, Haskell, Nix, LaTeX

MANAGEMENT STYLE

Decision Making

Most decisions are reversible and are best made quickly and revised when appropriate. Some decisions are highly consequential and costly to reverse. These are best made decisively after careful analysis.

Negotiation

Actively listen, ask calibrated questions, and attempt to summarize the other partiy's mindset and goals to confirm understanding before making a proposal. Seek a win-win arrangement over a satisfactory compromise.

Identifying Talent

Clear the way for candidates to reveal how they view themselves and what motivates them. Hire highly skilled, self-aware, self-motivated yet coachable individuals who bring a unique point of view and personality that enhances the dynamics of the team.

SIDE PROJECTS

Agent Harmonizer (Private)

Hierarchically orchestrates adversarial and cooperative LLM ReAct agents with unique instruction sets and tool access to improve code writing performance.

NixOS Hosts

Declaratively defines modular system configurations for laptop and desktop hosts using Nix flakes and home manager to reproducibly and portably build system and user spaces.

EDUCATION

2014	**Software Enginnering Bootcamp**
	Full-stack Web Development
	App Academy
2007 – 2011	**Bachelor of Science**
	BINGHAMTON SCHOLARS PROGRAM
	Biochemistry / Philosophy
	SUNY Binghamton