

# Sam Sullivan

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## Experience

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### Cardog

Toronto, ON

Founding Engineer

June '25 - Present

- Founded and scaled Cardog from concept to full-stack automotive data platform serving 20k monthly active users with 1M+ vehicle listings processed hourly nationwide
- Architected and shipped enterprise-grade developer API powering B2B integrations with automotive companies, insurance companies, dealerships, and service providers across 50+ endpoints
- Built Corgi, the world's fastest open-source VIN decoder, achieving sub-millisecond lookups by porting NHTSA's 3GB database to ultra-compact 30MB SQLite with novel compression algorithms
- Developed Cardog Vehicle History Reports as direct Carfax competitor, establishing new revenue stream through consumer-facing product
- Engineered complete technical infrastructure: React/Node.js web platform, native iOS app, real-time data pipelines processing 100GB+ daily, and scalable search architecture
- Designed and implemented sophisticated web scrapers maintaining 1M+ listing database with hourly updates across 3,000+ nationwide sellers.
- Led product evolution from marketplace to comprehensive ownership platform featuring AI-powered research assistant, garage management, and market analytics
- Achieved efficient user acquisition through multi-channel growth strategies and SEO optimization (100k+ indexed pages) with minimal ad spend, optimizing conversion funnels and attribution models
- Managed end-to-end product development as sole technical founder: frontend/backend architecture, mobile development, DevOps, API design, data engineering, and growth optimization

### Hyundai Automotive

Toronto, Ontario

IT Consultant

May '20 - Present

- Consulted with multiple Hyundai dealerships across Ontario to deploy and integrate digital and physical infrastructure, including networking, servers, security systems, and cameras
- Built full-stack dealership websites handling inventory management, lead generation, and customer engagement
- Led troubleshooting and debugging efforts for dealership systems, ensuring rapid resolution and long-term reliability for daily operations

## Projects

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### Corgi VIN Decoder

GitHub

Open Source

2025

- World's fastest VIN decoder processing millions of lookups with sub-millisecond response times
- Open-sourced core algorithms and optimization techniques for automotive data processing

### Canadian Chinchilla Rescue

Toronto, ON

Volunteer

2022 - Present

- Developed automated rescue application portal, streamlining adoption process and enhancing user experience
- Coordinated donation campaigns and organized trade show booths, significantly boosting recognition, awareness, and fundraising efforts
- Provided flexible, on-demand technical support contributing to operational efficiency and event success

## Education

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### University of Toronto

Toronto, ON

Bachelor of Science (Neuroscience & AI)

2023 - 2025

## Skills

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**Programming:** JavaScript, TypeScript, Python, C, SQL, Terraform, React, Node.js

**Infrastructure:** AWS, Data Pipelines, Real-time Systems, Mobile Development, API Design

**Mechanical:** Helicopter Piloting, Networking Deployments