

# Tim Simms

Product Engineering Leader Building High-Performing Teams



## CONTACT



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Ellicott City, MD

## LINKS

- [linkedin.com/in/timjimssimms](https://www.linkedin.com/in/timjimssimms)
- [timjimssimms.com](https://timjimssimms.com)
- [github.com/tsimms](https://github.com/tsimms)
- [Conference Speaking](#)

## EDUCATION

- B.S. Computer Science  
**University of Maryland**  
**College Park, MD**  
Sep 1991 - Dec 1995

## HIGHLIGHTS

- Led teams up to 40
- Managed managers & ICs
- Annual budgets up to \$250k
- Multiple recognitions
- Tech Conference speaker

## PATENTS

- System & Method for  
Establishing Secure  
Communications Using a  
Shared Secret Key  
([US7373507](#))

## INTERESTS

- Product Management
- Digital Marketing

## PROFILE

Experienced engineering leader with a two-decade track record in technical leadership. Passionate about inspiring peak team performance, delivering exceptional products, and eager to bring proven strategies in fostering innovation, connecting engineering with business objectives, and cultivating cross-functional collaboration.

## EXPERIENCE

### ○ Director of Engineering

**FullStory, Atlanta, GA**

Oct 2021 to Jan 2024

Oversaw 5 cross-functional Product Teams, set project priorities on delivery roadmaps, and managed day-to-day processes. Built a culture of innovation and experimentation, and motivated engineers to embrace customer-centricity, product discovery, and outcome orientation. Found opportunity to increase revenue by \$8.6M/year, by creating an infrastructure solution that accepts data using customer domains.

### ○ Engineering Manager

**SparkPost, Columbia, MD**

Sep 2020 to Oct 2021

Guided a team of software engineers to successfully deliver innovative Analytics signals and reporting services at an unprecedented scale, processing 5 trillion messages annually. Along with prioritizing work/life balance and fostering a cohesive team culture, we exceeded customer expectations, contributing to SparkPost's position as the world's #1 email sender. Our efforts played a pivotal role in empowering leading brands such as Zillow, The New York Times, and Booking.com, to achieve enhanced email performance and drive top-line results.

### ○ Lead Software Engineer

**SparkPost, Columbia, MD**

Aug 2019 to Aug 2020

Architected and implemented critical API-first capabilities for analytics, signals, deliverability, and reporting services, providing customers with powerful email insights. Additionally,, led initiatives in Diversity & Inclusion, company culture, and orchestration of SparkPost's semi-annual Hackathons, earning a company-wide award for those contributions.

**Technical Skills:** AWS, Typescript, NodeJS, React, PostgreSQL, Docker

### ○ Senior Software Engineer

**Apkudo, Baltimore, MD**

Jul 2018 to Aug 2019

Achieved significant results, including an 85% reduction in AWS spending by optimizing the video transcoding pipeline. Designed scalable network infrastructure and embedded software for supply chain tracking, routing, and processing, reducing transcoding failure rates from 10% to under 0.1%. Spearheaded the recruitment efforts, expanding the team by 25%. My responsibilities encompassed executing complex engineering projects through full Agile lifecycle software development, creating well-designed applications and integrating software components into a fully functional platform with continuous integration tools.

**Technical Skills:** AWS, PERN stack, React, NodeJS, Python, Java, Android

## ○ Director of Technology & Internet Services

**Bridgeway, Columbia, MD**

Jun 2012 to Jun 2018

Managed on-site and hosted infrastructure for data, voice, and video technology, across 4 buildings, supporting a staff of 45 employees, 600 volunteers, and 4000 weekly attendees. Conducted website development and digital marketing and online advertising campaigns. Created an Internet broadcast platform, built multi-site network solution, virtualizing hardware systems, and led tech volunteer teams and an online campus virtual community.

**Technical Skills:** AWS, IT, Networking, PHP, Javascript, Video Editing

## ○ Senior Web Developer

**CentreTEK Solutions, Ellicott City, MD**

Nov 2009 to Feb 2014

Served as Team Lead & Project Lead on website development projects for major hospitals, including Cooper University Hospital, St. Louis Children's Hospital, and Inova Health. Served as Senior Software Engineer, developing custom solutions for prestigious hospitals, such as Johns Hopkins, Georgetown University Hospital, and Washington Hospital Center, including building mobile and desktop applications.

**Technical Skills:** Web/App Development, CMS, Drupal, PHP, JavaScript

## ○ Co-Founder & Chief Technology Officer

**Plethora Technology, Kearneysville, WV**

Sep 2000 to Jan 2009

As CEO, completed the company's founding, incorporation, and successful initial raise of \$500k in seed funding. Managed P/L, executed initial business development and strategy, made key hires, and achieved significant growth in seven months. Subsequently, as CTO, architected a complete product line, hired and led development team, invented a patented protocol for establishing secure communications.. Consulted clients, including the US Department of State, US Department of Energy, and US Department of Transportation, on custom integration and implementation. Designed and implemented a ground-up system for online ordering and fulfillment and an online portal for reseller partners, integrating product data and onboarding. Managed relationships with technical service providers of back-end systems.

**Technical Skills:** Java, LAMP stack, PayPal, JavaScript, MySQL

## NOTABLE SIDE PROJECTS & FREELANCE

### Founder, PlainSight

May 2021 to Jan 2022

Using AI/ML and Computer Vision, created an "Indoor Location Services" platform that was capable of projecting people movement within large warehouse spaces onto a 2D map.

**Technical Skills:** AWS, NodeJS, React, TensorFlow, ffmpeg

### Founder, Influent Metrics

Feb 2017 to Aug 2021

Built a dynamic, web personalization platform for correlating anonymous web traffic with membership databases, for automated relationship nurturing of non-profit organizations.

**Technical Skills:** AWS, NodeJS, Javascript, React, CRM

### Freelance, Incline Solutions

Nov 2015 to Jun 2016

Played a key role in developing an Energy Credits Management portal for power utilities. Wrote code to interface with various service provider APIs, such as e-fax, IRS, e-signature, address verification, and income verification.

**Technical Skills:** PHP, CodeIgniter, Javascript, CMS, APIs, JSON, XML, OAuth

### Freelance, CharitableGiving.com

Feb 2009 to Oct 2009

As lead developer, designed a content-centric web app with CMS features, white-label branding delivered via API, and sophisticated actuarial calculations. Led software architecture, feature planning, and integrated customer goals into the product management process.

**Technical Skills:** LAMP stack, Javascript, APIs