BRAD ASH

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Strategic, hands-on technology leader, with 20+ years experience in software development, data-driven business strategy, mergers and acquisitions, and process management. A respected leader with a wide industry background in IT, finance, medtech, publishing, e-commerce, and retail. Recognized for collaborative approach, strategic decision-making, pragmatic problem-solving, and a keen ability to translate complex ideas across stakeholders. Looking to bring my track record of driving growth and developing high-performing, inspired, and diverse teams to an organization that is hungry and ready to run.

PROFESSIONAL EXPERIENCE

Wpromote, Los Angeles, CA   **04/2024 - Present**
VP of Engineering

- In charge of proprietary Polaris platform for full-funnel planning, spend forecasting, and performance media optimization for the largest indie marketing agency in the US. After launching a client-facing version of the product, clients gave us an NPS score of 55, which was more than double our OKR of 25.
- Grew the product-engineering team from 12 to 29 in a year while also increasing individual engineer throughput by 50% and maintaining the highest team NPS score in the company.
- Reduced infrastructure costs by 20% and aggressively capitalized development. Overhauled SaaS tools, eliminating $750k in under-utilized vendors and migrating platforms to self-hosted OSS were possible.
- Increased data freshness by 400% in Airflow pipelines while seeing a 30% reduction in data incidents in 2025.
- Led Joint Technical Partnerships with Google, Meta, Snap, and TikTok to introduce next-gen features to our clients and strengthen those partnerships. Also collected $500k from those partners for taking hackathon prototypes to market, like our Creative Audit video intelligence suite.
- Rebuilt Google Cloud Foundation to manage governance, security, budgets, and automated provisioning of all cloud projects.

lululemon, Seattle, WA   **02/2023 - 04/2024**
Technology Director, Cloud Platform

- Managed a global, high-performance team of 6 managers and 30 senior individual contributors to deliver enterprise cloud platforms. Mentored and grew technical leadership on the team while fostering our culture and values.
- Provided vision and leadership to deliver best-in-class enterprise cloud platform services on AWS and Azure for a global retailer with $10B in sales.
- Overhauled intake pipeline in first 30 days to unburden ICs and measure support demands which were previously untracked, improving the velocity and transparency of work.
- Pushed FinOps team from initial goal of $3M to $6M in savings through cost-optimization and right-sizing of cloud resources in my first 6 months.

- Developed strategic plans, roadmaps, and business cases in collaboration with technology leaders and architects for platform landing zones, shared tools, automation, self-service catalog, governance, cost optimization, and security.
- Improved product-delivery model for cloud platform and measured customer experience through meaningful performance and operational SLAs.
- Ensured proper observability, operational metrics, alarm mechanisms, runbooks, and documentation were in place.
- Elevated operational support staff in our India Tech Hub to a delivery team to increase development capacity in addition to incident response.
- Maintained vendor relationships and accountability for IaaS/SaaS, contractors, and managed services.
- Worked closely with CISO and Cybersecurity to drive compliance and contributed to policies for security, data handling, PCI, CIS, accessibility, service level agreements, and enterprise engineering RFCs.
- Established office hours, lunch n' learns, and community of practice (COP) events to increase adoption and learning around platform features, and increase organizational exposure for our SMEs.
- Coordinated and actively participated in leadership forums, core values in action and DEI workshops, internal multi-day technology summit, and AWS Experience-Based Accelerator (EBA) game day.

Capitol Information Group, Falls Church, VA   03/2020 - 02/2023
Chief Technology Officer

- Drove innovation and growth of technology solutions for five publishing companies with 2M subscribers and annual revenue of $50M.
- Led due-diligence on $5M acquisition of competitor – validating digital assets, subscriber data and renewal revenue. This acquisition was paid off a year earlier than projected due to data I found in discovery that allowed for aggressively negotiating the price down.
- Led cross-functional teams to provide mutually beneficial and cost-effective outcomes that balanced buy vs build while limiting tech debt. This included application build out, data modeling/reporting, vendor integrations and corporate takeovers.
- Hired and developed talent at all levels to thrive in our fast-paced environment and execute with a business-focused mentality.
- Migrated high-traffic services to Google Cloud and Amazon Web Services to reduce overhead of our datacenter. Regularly evaluated the cost/benefit of our services running on bare metal vs cloud.
- Ran weekly senior leadership team meetings to maintain accountability and visibility into projects across the entire company. This led to knowledge sharing between publishers which optimized marketing efforts and curbed waste.
- Overhauled engineering and product teams to implement a new intake pipeline, SDLC, and Git practices; shortening the time-to-market and increasing both stakeholder and engineering overall job satisfaction.
- Optimized batch and streaming data pipelines into a federated data lakehouse which helped with data governance and compliance as well as democratizing data models for business teams.

Capitol Information Group, Falls Church, VA   09/2017 - 03/2020
Director of Engineering / Principal Engineer

- Increased online sales by 20% annually through building a multi-step upsell/cross-sell checkout experience on top of our order system.
- Expanded solutions teams – doubled software engineers, created a new PMO, and a dedicated data engineering team.

- Helped form a new telesales team and built out intelligent models to optimize lead gen.
- Continued as principal engineer / architect for data engineering and all business-critical applications.

Capitol Information Group, Falls Church, VA   **09/2015 - 09/2017**
Senior Engineering Manager / Principal Engineer

- Oversaw, trained and led development, service and product teams for our data pipelines, fulfillment system, order forms, CRM, CMS, EMS, APIs and customer-facing apps.
- Developed 5-year roadmap to deprecate monolith, black box fulfillment system in favor of microservice architecture driving modern CRM, CMS, and e-commerce front-ends.

Capitol Information Group, Falls Church, VA   **09/2012 - 09/2015**
Engineering Manager

- Led fast-paced, full stack, development team using a measured, market-focused approach to eliminate waste and deliver fast results.
- Deprecated legacy systems and practices and overhauled technology team around Domain-Driven Design and Agile CI/CD.
- Implemented training and continuing education program to support team growth.

Capitol Information Group, Falls Church, VA   **07/2008 - 09/2012**
Senior Software Engineer

- Architecture, design, and development for custom SaaS solutions.

Capitol Information Group, Falls Church, VA   **05/2006 - 07/2008**
Software Engineer

- Application development, data center administration, database management, and L2/L3 support.
- Drove adoption of unix / linux infrastructure.

STARTUPS

Fruitful Fertility, Minneapolis, MN   **11/2016 - 04/2021**
Co-Founder / Chief Technology Officer / Principal Engineer

- Built an app-based, algorithmic matching engine for peer-to-peer support network with 10k users.
- Managed all cloud infrastructure, product design, data pipelines, business operations, and financials.
- Raised $100k investment in pre-seed round, plus another $75k in cloud services from Google Startups.
- Pivoted from B2B to B2C during pandemic, but unable to get CPA low enough for our runway.

Baton Investing, Falls Church, VA   **05/2014 - 10/2016**
Founder / Principal Engineer

- Spin-off project I incubated while at Capitol Information Group to test market pivot.
- Templatable FinTech products using The Lean Startup model. Maintained positive cost-to-revenue, but not successful enough to continue pursuing.

EDUCATION

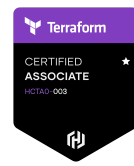**B.S. Computer Science + UI** / Rensselaer Polytechnic Institute, Troy, NY   2002 - 2006

SKILLS

Enterprise Solution Architecture · Software Development · Data Engineering · Team Management · Governance, Risk Management, and Compliance (GRC) · Business Analysis · Value Streams · Cost Optimization · DevOps · Scalability · Resiliency · Serverless Computing · Leadership · Product Development · Product Management · Automation · Security · DevSecOps · Business Intelligence (BI) · Incident Response · Software as a Service (SaaS) · Kubernetes · Docker · Microservices · Cloud Computing · Amazon Web Services (AWS) · Microsoft Azure · Google Cloud Platform (GCP) · Python · PHP · Go Lang · Java · React.js · React Native · Typescript · Node.js · CSS · Project Management · Postgresql · MySQL · Microsoft SQL · MongoDB · Redis · Kafka · ksqlDB · Spark · DynamoDB · Big Query · Aurora · Redshift · Elasticsearch · Logstash · Prometheus · Grafana · Splunk · Datadog · Continuous Integration and Continuous Delivery (CI/CD) · Terraform · Engineering Principles and Best Practices · Data Warehouse Design · ETL / ELT · Databricks · Snowflake · Tableau · Power BI · Shell Scripting · Bash · API and Integrations · Streaming and Batch Pipelines · Agile Development · JIRA · Scrum · UI / UX

CERTIFICATIONS

HashiCorp Certified: Terraform Associate (003)	**02/2024**
Snowflake SnowPro Core	**11/2023**
Microsoft Certified Azure Administrator	**11/2023**
Microsoft Certified Azure Fundamentals	**05/2023**
AWS Certified Cloud Practitioner	**03/2023**
AWS Certified Solutions Architect	**03/2023**

LEADERSHIP

Inclusion, Diversity, Equity, and Action (IDEA) Tech Council, lululemon

Advisory Board, RESOLVE: The National Infertility Association

Minneapolis Neighborhood President, reporting directly to Ward 7 City Councilmember

Eagle Scout, highly decorated including troop leader and Order of the Arrow

President Phi Sigma Kappa

STRENGTHS FINDER

Achiever, working hard and seeing things through

Command, direct and decisive in the face of conflict

Focus, clarity through concentration and direction

Futuristic, never content with the status quo and inspired by what is yet to come

Woo, engaging with new minds and building experience through discussion