# BRAD ASH

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Strategic technology executive and solution architect with 20+ years of experience scaling engineering organizations, driving efficiency, optimizing costs, and leading digital transformation. Expert in bridging the gap between technical execution and business strategy, with a proven track record of building high-velocity, inspired cultures (eNPS 71), unlocking delivery throughput, and architecting enterprise-grade software platforms.

## PROFESSIONAL EXPERIENCE

### Wpromote, *VP of Engineering*                                                     04/2024 - Present

- Spearheaded the evolution of proprietary Polaris platform into a client-facing SaaS web app; achieved General Availability on schedule, driving 87% client adoption and 2x NPS targets.
- Scaled the engineering department from 12 to 29 and restructured into high-velocity squads; increased individual engineer throughput by 50% while achieving the top employee engagement score (eNPS 71) amidst aggressive growth.
- Executed a strategic FinOps overhaul that reduced infrastructure costs by 20%, cut $400k/yr in under-utilized SaaS, and unlocked over $2.5M in CapEx.
- Bolstered Airflow pipelines to increase data freshness by 400% (reducing latency from 24h to 5h), while simultaneously reducing production incidents by 32% and platform bugs by 17%.
- Rebuilt Google Cloud Foundation in Terraform to manage governance, security, budgets, and automated provisioning of all cloud projects.
- Modernized the SDLC by migrating to GitHub and upgrading DevOps tooling; reduced code merge times by 2.5x and increased automated quality checks by 3.4x.
- Maintained active technical leadership (1,300 GitHub contributions in 2025), architecting all our GitOps repositories, consolidated serverless monorepo with automated release pipelines, and an enterprise Kubernetes cluster.
- Led technical alliances with Google, Meta, and TikTok, securing $550k in partner funding to accelerate R&D and bringing novel, AI-driven features like our *Creative Audit* video intelligence suite to market.

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

- Managed a global, high-performance team of 6 managers and 30 senior individual contributors to deliver enterprise cloud platforms. Mentored 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.
- Delivered $6M in FinOps savings through cleanup and right-sizing of cloud resources in the first 6 months (2x OKR).
- 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.
- Worked closely with CISO to drive compliance: SOC 2, PCI, CIS, and enterprise engineering RFCs.

### Capitol Information Group, *Chief Technology Officer*                              03/2020 - 02/2023

- Drove innovation for 5 publishing companies (2M subscribers, $50M revenue). Led due diligence on acquisitions, identifying data insights that paid off the debt a year early.
- Migrated high-traffic services to AWS/GCP, reducing data center overhead and implementing a federated data lakehouse for better governance.

- Ran weekly senior leadership team (SLT) meetings to maintain accountability and visibility into projects across the entire company.
- Principal architect for major systems, mentoring seniors and leveling up the team as a hands-on leader.

Capitol Information Group, *Director of Engineering / Principal Engineer*                    09/2017 - 03/2020

- Increased online sales by 20% annually via new upsell/cross-sell checkout flows.
- Expanded solutions teams, doubling engineering headcount and establishing a dedicated data engineering function.
- Led the 5-year roadmap to deprecate legacy monoliths in favor of a microservice architecture.

Capitol Information Group, *Previous Roles: Software Engineer to Engineering Manager*                    05/2006 - 09/2017

- Promoted through ranks of Software Engineer and Manager based on performance, leading the tech org in adoption of open-source infrastructure, SDLC automation, test-driven development, and building custom SaaS solutions.

## STARTUPS

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

- Built an algorithmic matching engine (10k users) and secured $100k pre-seed investment. Pivoted B2B to B2C during the pandemic before exiting.

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

- Incubated a FinTech spin-off using Lean Startup methodology; maintained positive cost-to-revenue ratios for templatable products.

## SKILLS

**Strategic Leadership:** FinOps, Distributed Teams, Product Development, Managing Contractors, M&A Due Diligence, Governance, Risk, and Compliance, Agile SDLC Transformation, Vendor Management, Scalability, Resiliency
**Cloud & Infrastructure:** *AWS Certified Solutions Architect* (2023), *MS Certified Azure Admin* (2023), Google Cloud Platform, Kubernetes, Docker, *Terraform Associate* (2024), Serverless, Lambda, Argo CD, Microservices, GitOps, CI/CD
**Data & Storage:** Snowflake SnowPro Core (2023), Databricks, S3, GCS, Iceberg, Redshift, BigQuery, PostgreSQL, MySQL, DuckDB, Redis, dbt, Kafka, ksqlDB, Spark, Beam, Airflow, SSIS, SQS, Pub/Sub, Looker, Cube, Tableau, Power BI
**AI & ML:** Ray, MLFlow, Vertex AI, Bedrock, OpenAI, Anthropic, Gemini, Agent Frameworks, pgvector
**OOP & Scripting:** Python, Go, Node.js, Java, TypeScript, React.js, React Native, PHP, Ruby, C, Bash, REST/Graph APIs, TDD
**Observability & Tools:** Datadog, Splunk, Prometheus, Elasticsearch, Loki, Grafana, Open Telemetry, Sentry, JIRA

## COMMUNITY & PROFILE

**Leadership:** Eagle Scout · Order of the Arrow · Ward 7 Neighborhood President · Lululemon DEI Council
**Strengths Finder:** Achiever · Command · Focus · Futuristic · Woo

## EDUCATION

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