Brennan Moore

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I build innovative digital products people love.

I work best with small teams, digging into the business to find what actually moves the needle.
For me, success isn't just shipping a quality product—it's building teams that deliver long after launch.

Experience

Founder (ongoing)   Apr 2021 – Present
Kelp

- Built contextual information retrieval tool featuring Chrome extension and workplace platform integrations
- Developed AI assistant enabling executives to track industry, technology, and cultural shifts

Head of Engineering then Chief Technology Officer   Jun 2022 – Jul 2025
Firsthand

- Led technology organization across Product, Software, Data, IT, and Security
- Scaled team from 3 to 25 while supporting rapid expansion across 28 offices
- Architected "helpinghand," proprietary AI-powered care management tool
- Secured HITRUST r2 certification; restructured into small, empowered teams by vertical
- Maintained reliable software, partnership growth, and HITRUST compliance through a significant layoff of 300+ FTE and closing 25 physical offices

Founding Product Engineer   Dec 2021 – Jul 2022
Akita Software (acquired by Postman)

- Early team member at API observability startup using eBPF to monitor Kubernetes clusters

Founding Engineer & Head of Engineering   Feb 2017 – Apr 2021
Cityblock Health

- Founding member instrumental in incubation and launch from Alphabet's Sidewalk Labs
- Tech Lead for Commons, Cityblock's proprietary care management platform
- Scaled my team from 1 to 16 while meeting the organizational target of 50% underrepresented in tech
- Implemented data-sharing partnerships with payers and architected custom analytics infrastructure

Director of Engineering   Apr 2015 – Sept 2015
Motivate (Citi Bike)

- Led software powering bike share systems in 10 cities including New York's Citi Bike
- Achieved PCI compliance for payment platform; directed strategic billing optimizations

Director of Web Engineering   Sept 2011 – Dec 2014
Artsy

- Led web engineering team responsible for public website performance and architecture

- Directed open-sourcing of frontend and migration to an isomorphic application improving SEO
- Developed custom software for live auctions and art fairs—now cornerstones of Artsy's business

Designer & Front-end Developer   Aug 2010 – Sept 2011
Jumo

- Led all design and front-end engineering for social good platform founded by Chris Hughes, Facebook co-founder

Research

Visiting Researcher, Haystack Group   Apr 2009 – Sept 2010
MIT CSAIL

- Designed and built browser-based applications; published at ACM SIGCHI and TheWebConf

Visiting Researcher, David Small's Design Group   June 2009 – Oct 2009
MIT Media Lab

- Built interactive installation for display at Ars Electronica

Publications

Atomate It! End-user Context-Sensitive Automation using Heterogeneous Information Sources on the Web
Van Kleek, Moore, André, Karger, schraefel · WWW 2010 · pp. 951–960

Eyebrowse: Real-Time Web Activity Sharing and Visualization
Van Kleek, Moore, Xu, Karger · CHI 2010 Extended Abstracts · pp. 3643–3648

Assisted Self Reflection: Combining Lifetracking, Sensemaking & Personal Information Management
Moore, Van Kleek, Karger, schraefel · CHI 2010 Workshop on Personal Informatics

Just for Me: Personal Applications of Life Tracking and Activity Capture
Moore, Van Kleek, Karger, schraefel · CHI 2010 Workshop on Personal Informatics

Education

School of the Museum of Fine Arts
Bachelor of Fine Arts (BFA)

University of North Carolina School of the Arts
High School Diploma

Skills

Leadership: Engineering Management, Team Building, Strategic Planning, IT Strategy
Domains: Healthcare Technology, Value-Based Care, AI/ML Applications, Marketplace Systems
Technologies: Python, TypeScript, React, Node.js, PostgreSQL, AWS, GCP