

Dave Bradford

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PROFESSIONAL SUMMARY

Founding engineer, repeatedly: contractor to first full-time engineer at Daasity, founding engineer on the product team at Gierd, and before both, original engineer on a string of independent builds taken from concept through launch, a dealership loyalty platform, a wearable coaching API, a race-management SaaS. Most engineers get one shot at building something from nothing; that's been the pattern of my whole career. AI agents handle more of the typing now; I set the boundaries and validation checks that keep them on track, and a human signs off before anything ships. Give me a concept and I'll ship the product.

CORE COMPETENCIES

0-to-1 / Founding Engineer

AI Agent Orchestration & Delivery

Full-Stack Delivery (Rails, Hotwire)

Concept-to-Launch / Go-to-Market

Product-Minded Engineering

Outcome-Driven Shipping

Mentoring & Code Review

Business-Aligned Architecture

WORK EXPERIENCE

Gierd

Feb 2024 to Aug 2026

VP of Engineering / Sr. Principal Engineer

Boise, ID (Hybrid)

- Greenfielded the customer-facing Rails product, replacing a patchwork of bespoke tools (a Metabase dashboard rebuilt by hand for each customer, a separate reconciliation app, and email-driven processes) with a single login covering dashboards, settings, and notifications. Shipped the first MVP that became the product's foundation.
- Replaced a set of manually provisioned, per-customer scripts, copy-pasted for every new account, with an automated data platform that provisions and manages infrastructure the moment an account is created, cutting provisioning errors and increasing code reuse across customers. Introduced coding standards and a software development lifecycle in place of ad hoc deploys to cloud functions, and put disaster recovery in place for code and customer data where none had existed before.
- Standardized data schemas across every customer account and unified ingestion from dozens of marketplaces and vendor platforms into one structure, so a dashboard or feature built for one customer could ship to all of them. Cut turnaround time on dashboards and ad hoc customer queries, and cut data-extraction error rates drastically compared to the old per-customer scripts.
- Built AI agent automations that took over manual, cross-system work in customer support, finance, and returns, cutting the hours needed to manage each account. One automation assembled chargeback evidence for marketplace disputes, cross-referencing about half a dozen systems to document return and shipping status; a task that took several hours to a day or two by hand ran in minutes once automated.
- Extended AI agent automation into the software development lifecycle itself: agents ran code reviews, diagnosed and repaired CI breakages, and triaged incoming tickets, cutting the manual overhead of keeping the pipeline and backlog healthy.

Daasity

May 2017 to Feb 2024

Lead Software Engineer / Director of Platform Engineering

San Diego, CA (Remote)

- Founding / first full-time engineer: joined as a contractor and became the company's first full-time hire, replacing the original process, exporting customer data by hand into Excel and PowerPoint decks, one bespoke build per customer, with a Rails platform running nightly extraction into a warehouse behind a unified data schema across marketplaces.
- Built multi-warehouse support (Snowflake, BigQuery, and Redshift) and solved SQL-dialect differences without dbt, which didn't exist yet at the time. Added a workflow engine that triggered reports and notifications off data availability instead of a fixed schedule, enabling intraday sales reporting where customers previously had only nightly updates.

- Gave customers the choice of owning their warehouse or having the platform host and manage it, sharded per customer with no cross-tenant data mixing, backed by custom pipelines that cleaned and normalized incoming data. Customers who tried building this in-house typically needed several data scientists and engineers to match it, an estimated \$1M or more a year in engineering costs for a large brand.
- Chose Rails as the platform's stack and owned it end to end, from the initial Heroku MVP through the migration to an EKS-powered AWS cluster once scaling became critical as the company grew from 1 to 20+ brands. Helped build and train the growing engineering team, which scaled to 25+; Rails conventions kept hiring and onboarding fast.

Zerobearing Enterprises

2007 to 2017

Independent Rails Consultant

Remote

- Odoclub (2007 to 2014): original engineer on a white-labeled SaaS loyalty platform for auto dealerships, built to the client's specification around an odometer-reading mileage-rewards concept. Shipped it through go-to-market, then kept it running for seven years on minimal maintenance.
- Pear Sports (2010 to 2015): joined as the first engineer building the API bridge between the device firmware and the web app, so biometric data flowed up for dashboards and coaching plans flowed back down to the device for real-time audio coaching. Converted from contractor to full-time as the company brought its early team on board ahead of a funding round.
- Tactic Race Solutions (RaceHQ, 2011 to 2014): one of the original engineers taking RaceHQ from concept to a shipped white-label SaaS platform for managing race events end to end (vendor relations, registration, participants), then helped build out the engineering team as the product grew.
- Additional Rails contract work: chi.mp, twitterfeed, CircleSavvy, A Hundred Years / TED-Ed, and Blue Rocket

Earlier Career

1996 to 2007

- Sr. Programmer, mSnap Inc (Jan 2007 to Nov 2007): joined as one of the company's first engineers, direct hire
- Sr. Programmer/Analyst, Sharp Healthcare (May 2005 to Dec 2006)
- Software Engineering, Various Roles (1996 to 2005): PennySaver USA (Software Developer), Cyberworks (Sr. Programmer), BDC Technologies (Sr. Programmer & Partner), Advanced Reservation Systems (PHP Programmer), Affinity Development Group (Sr. Programmer)

PERSONAL PROJECTS

[The Feedback Agent](#) Solo Product

thefeedbackagent.com

Anonymous feedback platform: recipients never see who sent feedback, and AI sharpens each message's clarity and impact while preserving the sender's voice. Built solo on current Rails and Hotwire. 3.5k monthly visitors, pre-marketing.

Rails, Hotwire, AI

[Rails-AI](#) Open Source

rails-ai.dev

Open-source Claude Code plugin for AI-assisted Rails development: domain skills, workflow commands, and team rules. MIT licensed, ~4k monthly visitors.

Ruby, Rails, Claude Code

[Omataalk](#) Solo Product

omataalk.zerobearing.com

Local, on-device text-to-speech plugin for Omarchy: select text, hit a hotkey, hear it read back in a neural voice, no cloud calls or API keys. Built as the reverse of dictation, with a background daemon that keeps the model warm for instant playback. Submitted to the official Omarchy plugin marketplace.

Local TTS, Omarchy

EDUCATION

Computer Science [California State University San Marcos](#)

CERTIFICATIONS

FAA Licensed Instrument Rated Private Pilot

FAA

RECENT SKILLS

AI & LLMs: Agentic workflows, agent skills, verification loops, AI-driven automation, Claude Code, Cursor, LLM integration, OpenAI, Anthropic Claude

Languages & Frameworks: Ruby, Rails 8, Hotwire (Turbo, Stimulus), Tailwind CSS, Solid Stack (Queue, Cache, Cable), Sidekiq, Kamal, Minitest, SQL

Process & Leadership: TDD, Shape Up, Code Review, Mentoring, Team Lead, Production Support, Coding Standards, Policies and Procedures, Remote Team Leadership, Engineering Team Building

Infrastructure: Multi-cloud GCP/AWS, self-hosting, EKS, Kubernetes, PostgreSQL, Docker, CI/CD, Kamal, Linux

Data & ETL: Kestra, Airbyte, BigQuery, Snowflake, Redshift, Looker, n8n, Data Pipelines, Workflow Orchestration, ETL, E-commerce Analytics, Business Intelligence