



# BOBBY STEINBACH

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## Director of Engineering / Architect

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### **Experience**

#### **Morgan & Morgan, March 2018 - Present** *[Director of Engineering]*

- Planning and overseeing long-term organizational engineering milestones.
- Evaluated multiple BI vendors for firm-wide adoption, eventually executing with Periscope Data.
- Built out first round of leadership dashboards in Periscope. Continuing to build out drill-downs, as well as training and managing additional personnel on process.

#### **Morgan & Morgan, December 2016 - March 2018** *[Lead Developer]*

- Managed team of developers tasked with ETL projects, site enhancements and maintenance, and sophisticated attribution infrastructure
- Planned, managed, and recapped bi-weekly sprints in JIRA.
- Strategized and delegated technical on-site experiments, full funnel attribution infrastructure, and reporting framework.
- Analyzed and reported on PPC campaign performance in Tableau.

#### **Rukkus, June 2014 - November 2016** *[Lead Android / Frontend / Backend Developer]*

- Worked closely with CEO to identify milestones and issues, delegate tasks to team members, and implement solutions.
- Led development of various “dream factory” ideas (e.g. 3D buying experience, vector based rendering, mobile and tablet SPA, etc.)
- Integrated and tuned Gevent to improve ticket load times by 30-40% across all events.
- Drove recruitment and interview process for new backend engineers and data scientists.
- Researched mobile web drop-off and - as a result of findings presentation - learned React to build first generation of SPA, leading to 30% increase in ROAS.

#### **Koachify, July 2015 - February 2016** *[CTO]*

- Incorporated and attempted to build sports logistics company on weekends and off-hours.
- Accepted into + attended StartupNext (Techstars Pre-Accelerator) Winter 2015 program.
- Built full-featured SPA with Backbone + Marionette + RequireJS.

#### **TheShelf, September 2013 - March 2014** *[Python Full Stack Developer]*

- Moved to Vegas to start as first employee for early stage startup
- Interacted closely with co-founders to build and maintain growing web platform.

#### **OpenMile, June 2012 - January 2013** *[Python Full Stack Developer Co-op]*

- Assigned equal rights and responsibilities as other full time developers, including: Routine bug patches, daily scrums, and product enhancements.
- Gathered and solidified specs from multiple class of end-user.

## **NIBR, July 2011 - February 2012 [C# Full Stack Developer Co-op]**

- Iteratively gathered requirements and built web applications for scientists working on drug discovery.
- Operated on feedback cycle to implement updates to and bug fixes for developed applications.

## **Education**

Northeastern University '13, Magna Cum Laude, Reggie Lewis Memorial Scholarship  
Bachelor of Science in Computer Science

## **Languages**

Python, Javascript, Java, PHP

## **Frameworks**

**Django**, Flask, Node, Express, **React**, Redux, Backbone, Marionette, **Android**, Jekyll

## **DevOps / Technologies**

**OS:** Ubuntu, Mac OSX

**Database:** Postgres, PGPool, PostGIS, MySQL

**K/V Stores:** Redis

**Search:** SOLR, CloudSearch, Haystack,

**Web Serving:** NGINX, Unicorn, uWSGI

**Logs/Metrics:** ELK, DataDog, Statsd, Graphite, Carbon

**AMQP:** RabbitMQ, Celery

**Testing:** Unittest, Selenium, PhantomJS, Model Mommy (smarter fixtures)

**Provision/Build/CI/CD:** Circle CI, Salt, Ansible, Fabric, Webpack / Grunt / Gulp

**Containers:** Docker, Kubernetes (basic knowledge, actively learning more through Udacity course)

**Project Management / Documentation:** Asana, JIRA, Monday, Confluence

**Cloud:** AWS

## **Publications**

- Blog post on flaws of the technical interview made HN Frontpage (<https://news.ycombinator.com/item?id=7699659>)
- Blog post on setting up Django with Pipeline and S3 featured in Python Weekly Newsletter (<http://us2.campaign-archive1.com/?u=e2e180baf855ac797ef407fc7&id=2cf5c6b640>)

## **Awards**

- Winner of FootballRadar (<http://footballradar.com/>) coding competition to build the most accurate predictive model for the 2014 World Cup. Fun fact: Plugging the model output into the ESPN bracket challenge resulted in a 99th percentile outcome.
- Reggie Lewis full academic scholarship to Northeastern University.
- Northeastern University Honors Program

## **Some Other Stuff I Like**

**Sports:** Brazilian Jiu Jitsu, Wrestling, Soccer, Golf

**Woodworking:** Screw-less table (mortise and tenon joints only), bottle opener with detachable cap catcher, cornhole set, fold up table.

**Beer:** Huge fan of IPA's. Some of my favs: Flower Power IPA, Hebrew Hop Manna, Lagunitas Little Sumpin' Sumpin'.