

David Reed • Technical architect, engineer, communicator

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I am a product-minded full-stack engineer and technical architect. I lead exceptional teams in building and scaling SaaS applications that shorten time-to-value for customers and maximize productivity for internal stakeholders. I've designed, shipped, and stewarded platforms that span CLI to cloud.

I'm passionate about delivering products that empower every role to do their most impactful work, from engineers to business users. I believe in async, distributed work and thrive in cross-functional teams. I strive to center compassion in everything I build.

Skills and Competencies

Python • Rust • C • TypeScript • JavaScript • SQL • React • Svelte • REST APIs • GraphQL APIs • Postgres • Redis • Docker • Kubernetes • Helm • Salesforce • Heroku • Django • FastAPI • CI/CD • GitHub Actions

System design • Technical mentorship • Agile • Stakeholder management • Platform engineering • Developer experience • Cross-functional collaboration • Consensus building • Public speaking • Developer advocacy • Product ownership • Free and Open Source (FOSS) software

Recent Experience

Principal Member of Technical Staff / Architect, Salesforce 2022-

- Drove Solution Factory low-code development platform as Technical Architect.
- Collaborated with Product and Engineering stakeholders across **17 industry verticals and product teams** to build **16 internal enablement initiatives** and **3 customer acceleration solutions**.
- Eliminated **100%** of engineering cost for accelerators by enabling product stakeholders. Achieved **85% cost reduction** in QA process. Improved sales engineering readiness by **up to 12 weeks**.
- Designed and built patent-pending service for scalable push upgrades in Python, with **over 2.8 million** customer upgrades in year 1.
- Owned full-cycle implementation for Solution Cloud (Kubernetes, Python, TypeScript, React), including product vision, technical architecture, infrastructure, development leadership, and SRE.
- Planned comprehensive rearchitecture of **3 products** from Heroku-based Python monoliths to Docker/Kubernetes/Helm-based microservices in Python and Java.
- Maintained **8 applications** (Django/FastAPI web services, Python infrastructure services, and CLIs) supporting development and customer-facing delivery for **15 Salesforce cloud products**, **7 community programs**, and **dozens of external ISVs and open source users**.
- Presented regularly to Salesforce Industries senior leaders and principal architects and at global conferences.
- Established Architecture Review process and service ownership standards to ensure consistent quality and create engineer growth opportunities.

Lead Member of Technical Staff, Salesforce, Salesforce 2021-2022

- Created new CI/CD and delivery automation solutions using CumulusCI, Salesforce DX, GitHub Actions, Python/Django/FastAPI, TypeScript/React, Heroku, and Robot Framework/Selenium.
- Built automation to save engineers an average of **91%** on hands-on setup time.
- Implemented automated pre-production packaging and E2E testing across **more than 30 projects**.
- Designed and built Metadata ETL Python framework for just-in-time delivery of fine-grained updates to customers.
- Built intelligent Python/SQL/Salesforce data load engine, yielding **500%** speed increases.
- Coauthored **6 Trailhead modules**, thousands of words of documentation.
- Presented **over 20** public-facing talks and articles evangelizing CumulusCI and automation.

Senior Member of Technical Staff, Salesforce 2019-2021

- Created new automation capabilities using CumulusCI, Python/Django, TypeScript.
- Designed and implemented new dependency-resolution framework.
- Directly supported **5+ product teams** as packaging subject-matter expert.
- Executed build, release, and delivery processes for **more than 50** Salesforce managed packages reaching **~120,000 orgs**.

Application Architect, Radian Group 2017-2021

- Developed Salesforce Lightning app to manage intake of **over \$10M/mo** insurance premiums.

Salesforce Developer, American Civil Liberties Union 2017-2017

- Applied enterprise large data volume patterns to process **50 million+** data sets and **300,000+** donations per month on Salesforce.

Data Systems Manager, Santa Fe Institute 2012-2017

- Architected and built applications in Apex and Visualforce to support **5 departments**.
- Migrated **3 legacy systems** and **30 years of data** into Salesforce by creating Python tools.

Service and Honors

- Salesforce TMP All-Star (top **1%** engineer company-wide) 2023
- Salesforce MVP alumnus 2019
- Community-elected moderator, Salesforce Stack Exchange 2019

Open Source

- **PayTransparency.work**: application mapping pay disclosure laws in TypeScript with SvelteKit.
- **Baris**: Rust crate for async, parallelized Salesforce integrations.
- **Amamax**: Python Salesforce ETL tool for multi-object data loads with dependency tracing.
- **Bibliothekai**: web app cataloging translations of classical texts using Python, Django, LWC, TypeScript, and GraphQL.

Education

- M.A., Ancient Greek, Florida State University 2009-2011
- B.A., Liberal Arts, St. John's College 2005-2009