

BRANDON SIMPSON

hire@brandon.cc

Remote Only • San Diego, California, USA

+1 (619) 363-5725 • <https://brandon.cc>

DIRECTOR OF ENGINEERING

CTO • VP of Engineering • Co-Founder • Technology Consultant
20+ Years in Online Business Development • Engineering Leadership • Technology Innovation
Enterprise Integration Expert • Experience Launching Scalable Products • Startup Growth Battle Tested
Remote Team Management • Strategic Planning • Modern Web, Mobile and IoT Architecture

WORK EXPERIENCE

Platform Science - San Diego, CA

Dec 2015 - Present

Enterprise IoT Platform for Fleet Management

Director of Engineering, Platform

Mar 2019 - Present

- Successfully led development and delivery of flagship product offerings, resulting in 5 enterprise customer acquisitions, 25+ strategic partnerships and VC backed Series B funding.
- Successfully organized, architected and currently overseeing the development of an industry first OEM partnership with Daimler Trucks North America.
- Overseeing development of core platform applications, Mobile Device Management solutions, enterprise customer and partner integrations, and internal tools.
- Collaborate with leadership to organize and prioritize product and engineering initiatives.
- Rapidly grew engineering organization from 5 to 50+ engineers.
- Improved technical interviewing, hiring and onboarding processes to meet growth demands.
- Helped build 10 cross functional product/engineering teams with web, mobile, vehicle, QA, infrastructure and offshore resources.
- Established engineering best practices, guild meetings, guiding principles, knowledge sharing initiatives, remote team collaboration practices.
- Member of Architecture Review Board and Security Team.

Senior Web Developer, Lead

Jan 2018 - Mar 2019

- Led development of flagship driver compliance product - HOS/ELD regulations, FMCSA integration, API architecture, MySQL storage, android app integration, customer integrations and reporting tools.
- Led development of flagship vehicle telematics product - API architecture, MySQL storage, vehicle integration, business requirements, customer integrations and reporting tools.
- Successfully created and delivered patented Mobile Device Management service - controlling IoT device installations, configurations, security and data flow of all fleet devices.
- Successfully created and delivered critical API and AMQP integration products, standardizing customer onboarding and fleet data sharing capabilities.
- Worked closely with the infrastructure, mobile, and vehicle teams to deliver a portfolio of scalable web, mobile and IoT products and services.

- Successfully hired and trained engineers for product handoffs and team development.
- Worked with infrastructure leadership to develop and promote a DevOps culture.
- Improved agile processes and standards while overseeing all web projects.
- Increased productivity and morale by creating company wide “Deep Focus Wednesdays”.

Treeline Interactive - San Diego, CA

Custom Software & Hardware Development Firm

Full Stack Web Developer, Lead

Dec 2015 - Jan 2018

- Successfully built and launched Platform Science with Treeline Interactive founders.
- Worked closely with Schneider National and Lytx RAIR to develop initial compliance product offerings to improve their business capabilities and partnership needs.
- Delivered critical application improvements for caching, scaling and infrastructure monitoring.
- Improved product stability while reducing dev time and cross-team conflicts by refactoring monolithic PHP application and utilizing package and repository patterns.
- Improved reporting capabilities for all product teams by introducing Vue.js and service api architecture into main Laravel PHP application.
- Worked closely with DevOps lead, establishing AWS cloud architecture, deployment processes, unified logging, monitoring services and CI/CD pipelines.
- Successfully migrated web application and dev teams from Vagrant to Docker.
- Streamlined project planning and code review processes between in-house and overseas teams - improving communication, organization and product quality.

Katana Connect - San Diego, CA

Digital Marketing Agency

Web Development Manager

July 2015 - Dec 2015

- Successfully launched Suze Orman’s online course website (suzeu.com) live on the Today Show.
- Collaborated with teams at Amazon Web Services and New Relic to deploy, scale and monitor for high availability during televised product launch.
- Successfully delivered Hay House Publishing’s online course catalog (hayhouse.com) - a custom Magento store backend with Laravel front-end.
- Created a Node.js/Redis microservice to capture real-time data events for online course users with throughput reaching 50 concurrent connections per second at launch.
- Developed load testing scripts with JMeter and BlazeMeter to successfully stress test the web application for up to 500 concurrent connections during user registration.
- Migrated web team from VMware to Docker development environments.
- Successfully deployed autoscaling dockerized web applications via AWS Elastic Beanstalk.

Cruise Voyant - Fort Lauderdale, FL

Sep 2011 - May 2015

Internet Cruise Search Company

Chief Technology Officer

Oct 2013 - May 2015

- Worked closely with the CEO to design and build initial company offerings.
- Led web and marketing teams to successfully build and launch the company's cruise search websites (shopforcruises.com, cruisevoyant.com).
- Integrated daily pricing and product feeds from twelve major cruise lines via Amadeus.
- Built real-time search algorithm to search data points across two years of pricing data.

- Improved web services and integration technologies of global cruise service providers.

J.M. Field Marketing - Fort Lauderdale, FL

Fulfillment and Marketing Services Company

Senior Web Developer, Lead

Sep 2011 - Oct 2013

- Successfully built and launched Cruise Voyant with J.M. Field CEO.
- Worked with the CEO to plan, develop and quickly deliver various marketing projects.
- Improved the company's linux web server infrastructure and security practices.
- Organized web teams and introduced agile development methods with Jira and Confluence.
- Trained junior developers in latest web technologies and development practices.

Ativa Adventures - Rio De Janeiro, Brazil

Adventure travel company

Web Developer, Photographer

2011

Mintfolio.com - Miami, FL

Themeable portfolio website creator for artists, models and creative professionals

Founder, Developer

2008 - 2011

Ebyte.com - Miami, FL

B2C ecommerce company for computer and tech enthusiasts

Founder, CEO, Developer

2006 - 2009

Advanced Loan Systems - Boca Raton, FL

Mortgage lead generation websites and lending services.

Co-Founder, Developer

2002 - 2003

MoreDirect - Boca Raton, FL

B2B ecommerce company selling computers and electronics

Web Developer

2001 - 2006

Internet Business Consultant, Web Development - Global

Startup Consultancy and Web Development Services

Independent Contractor

1998 - Present

EDUCATION

Florida Atlantic University, Boca Raton, FL

1998 - 2001

Associates of Arts (A.A.)

- Art and Graphic Design Studies
- Computer and Electrical Engineering Studies

RECENT TECHNOLOGIES USED

Languages:	JavaScript/Node.js, PHP, Python, Golang, Bash
Frameworks:	Laravel, Vue.js, Nuxt.js, Next.js, Serverless, Vercel, Netlify
Formats:	JSON, JSON API, REST, YAML, XML
Brokers:	RabbitMQ, Redis, Amazon IoT, Azure Event Hub, Mosquitto
Clouds:	Amazon Web Services, Microsoft Azure
Databases:	RDS, MySQL, PostgreSQL, TimescaleDB, Elasticsearch, Vault
Protocols/Standards:	AMQP, XMPP, MQTT, OAuth2, JWT
OS:	Alpine, Ubuntu, CentOS, macOS
Testing:	PHPUnit, Codeception, Mocha, Ghost Inspector, PyTest
Infrastructure:	Docker, Jenkins, CI/CD
Operations:	Grafana, Kibana, DataDog, New Relic, CloudWatch, Prometheus