Gidi Meir Bravo-Rose

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Engineering Leader

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PROFILE

I'm an engineering leader who builds teams and products that scale. My track record of almost 25 years spans startups and scale-ups, from 0→1 product development to leading 20+ person departments. I care about the team dynamics, continuous improvement and cross-functional collaboration that turn complex technical domains into successful products. I thrive when trusted with context, autonomy and the sense of ownership that comes with them. That's the trust I strive to give the teams I build.

WORK EXPERIENCE

2026 – Present

NatureMetrics · Lead Software Engineer

- **Launched a new product five months after joining.** Took over a geospatial nature risk product that was struggling to ship, set the technical direction, identified the thinnest sellable slice, and went live with two paying enterprise customers on the committed release day. Introduced a Rust system beside the legacy Go one rather than a rewrite (strangler fig pattern), giving customers one seamless product, and hitting a deadline the legacy system could never meet.
- **Delivered it with a team halved by layoffs.** As Engineering Manager of the team, I introduced Extreme Programming and agentic AI engineering practices that kept work in small, tested, releasable steps, so the smaller team could ship to first sales without slowing down.
- **Moved the team from keep-the-lights-on back to delivering value.** Following the layoffs, we found the manual, error-prone onboarding and release processes of our legacy products were absorbing the capacity we had left. I rallied the team around the problem, solving it properly: an automated, tested, low-cost self-serve system, owned by Ops, so engineering stopped being in the loop.
- **Removed the hard limit on how much customers could buy.** The business is paid by scale, but delivering our AI-based global species risk predictions was a manual error-prone process the team could only sustain for a few dozen sites per customer. I drove a redesign which eliminated the hard limit, and opened up deals at tens of thousands of sites per customer.
- **Impact:** Launched a new product with self-serve onboarding, and opened a scale of business the company could not serve before.

2024 – 2026

Revalue Nature · Head of Engineering

- **Cut carbon project assessment from months to minutes.** Took the Revalue platform 0→1, leading the product discovery and iterative delivery that gave project developers the ability to assess the potential impact of nature projects in minutes, unlocking a critical pipeline of commercial opportunities.
- **Gave Revalue a new capability: live monitoring.** Developed a new product that uses satellite data to monitor wildfires and their impact in real time anywhere in the portfolio, extending Revalue's reach from projects it was assessing to live projects on the ground.
- **Built the team and set the strategy.** Founded and led the product engineering team, establishing our technical strategy, hiring strategy, architectural foundations and high-performance culture. Turned complex carbon assessment challenges into scalable products through deep collaboration with data science, ML and climate science.
- **Shaped the company, not just engineering.** Brought a unique perspective, shaped by decades in tech, to the executive team, influencing company-wide priorities, strategy and culture.
- **Impact:** Launched a platform that cut feasibility-level insights from months to minutes from a project's boundaries alone, enabling significantly faster assessment cycles and Revalue's competitive advantage.

2022 – 2023 **NatureBound** · Co-Founder & CTO

- **Raised the funding to build and prove a new venture.** Earned the trust of investors and secured grants that funded a founding team for a year and a half. Defined the product vision and go-to-market strategy for cutting emissions and biodiversity loss in agriculture.
- **Tested the thesis with customers, then built it.** Led customer discovery across multiple sectors, then shipped a Biodiversity Observability platform using Vision AI and remote sensing imagery to detect biodiversity features at scale.
- **Lined up the partners to take it further.** Secured strategic partnership commitments from biodiversity monitoring companies, data providers and domain experts.
- **Key learning:** 0→1 company building, climate tech market dynamics, and turning scientific domain expertise into commercial products.

2020 – 2022 **Elastic** · Senior Engineering Manager, Alerting & ResponseOps Team Lead

- **Took alerting from beta feature to enterprise-grade product.** Took leadership of Elastic's alerting initiative at a critical inflection point, and evolved it into the product that now powers the Security and Observability offerings.
- **Grew a team of 3 engineers into a department of 20.** Built the recruiting, onboarding and leadership structure for a distributed product engineering team spanning multiple teams and time zones.
- **Aligned three product areas.** Created a cross-departmental process that brought Platform, Security and Observability together on shared priorities, tradeoffs and technical constraints, breaking down the silos that slowed delivery.
- **Taught collaboration company-wide.** Designed and delivered Catalytic Skills training that builds communication and growth-mindset skills.
- **Impact:** the alerting product went from a small internal experiment to a multi-team department, giving the Observability and Security products their foundations.

2019 – 2020 **Elastic** · Principal Software Engineer

- **Delivered 100x scalability per node.** Optimised the distributed task management system behind the Elastic Alerting framework. The jump in concurrent rule execution is what let Elastic take its Security and Observability alerting products from Beta to General Availability.
- **Impact:** took the foundations from a toy to a product.

2016 – 2019 **Unruly** · Senior Software Developer, Supply-Side Team Lead

- **Scaled an Ad Exchange from proof of concept to tens of thousands of auctions per second.** As Engineering Manager of a 10+ person team, delivered it through iterative product discovery into a global production system.
- **Championed XP and coached others.** Advocated for pair and ensemble programming, collective ownership and continuous improvement across engineering.
- **Led beyond the team.** Unruly's first *Nomad*, coaching ICs across all engineering teams, and its representative on the IAB openRTB Working Group.
- **Impact:** led the launch of a new supply-side business line for a company that had only been demand-side, growing it from nothing to 1,200 auctions per second globally.

EARLIER EXPERIENCE

2014 – 2015 **Loveholidays, Lead Front-End Architect.** Led a modernisation through a period of rapid growth.

2013 **Freelance R&D Consultant.** Front-end architecture and coaching for Klarna, Conduit and others.

2011 – 2012 **Pluralis, Senior Front End Developer.** First engineering hire.

2010 – 2011 **Metacafe, Web Engineer.** Significantly improved page load times on an Alexa top-10 site.

2003 – 2010 **Military Service, Lieutenant, Software Engineer & Team Lead.** Led teams building Command & Control and information systems.

PRIMARY TOOLSET

Catalytic Skills & Practices	Individuals and interactions over processes and tools · Extreme Programming, Scrum · Pair & ensemble programming · Continuous improvement
DevOps practices	Test-driven development · Continuous integration & delivery · Monitoring, alerting & observability
Languages & web	Rust, TypeScript, Java · Node.js, React
Data, geospatial & AI	PostgreSQL + PostGIS · Elasticsearch · Satellite & Remote sensing · Data engineering for ML & Vision AI · AI applied to geospatial data
Systems & cloud	Distributed & reactive system design · AWS, GCP, infrastructure as code
Agentic AI	Claude Code, Gemini · Local and sandboxed cloud agents · Agent workflows with TDD and CI guardrails

EDUCATION

Graduate of the Army's elite software engineering programme and officer school.

Officer Candidate School (Army), 2006. Officer training in leadership, specialising in engineering management.

Mamram (Army), 2003 – 2008. Highly selective Software Engineering Bootcamp: an intensive grounding in computer science and software design principles, followed by ongoing training throughout the term of service.

OPEN SOURCE

Building in the open for 25 years, from a phpMyAdmin plugin on SourceForge at 16 to open-source projects adopted commercially by others, such as Simmer. Contributor to Kibana, Babel, jQuery, Highlight.js, MooTools and others.

github.com/gmmorris