GIDI MEIR MORRIS

Software Developer & Engineering Manager

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Profile

I'm an accomplished technology leader with a track record of building, leading and nurturing top-performing engineering teams, and delivering products with sustainable efficiency. With over two decades of experience, I've held various technical and managerial roles at different levels. My focus extends beyond technical expertise to include agile practices, team dynamics, continuous improvement, and mentorship, all vital for successful product delivery. I'm dedicated not only to delivering high-quality work but also to making a positive impact on my community and industry, driving positive social and environmental change.

Work Experience

NatureBound   Co-Founder & CTO   2022 – 2023

As Co-Founder of a climate change focused venture aimed at reducing emissions and biodiversity-loss, I raised £160k in equity and grant funding.

Led customer discovery across several sectors, culminating in a POC Biodiversity Observability platform, targetting two of our target markets. Secured multiple partnerships and collaborations with biodiversity monitoring companies, data providers, and domain experts.

Learned a lot about climate change, biodiversity, entrepreneurship and myself.

Elastic   Senior Engineering Manager (Alerting & ResponseOps Team Lead)   2020 – 2022

Led the engineering team spearheading Elastic's alerting initiative, as we transformed it from a beta feature into an enterprise scale product. This included expanding the team to 20+ members, recruiting and onboarding engineers, and guiding area leads in a distributed agile environment. Implemented a cross-departmental collaboration framework, aligning the Platform, Security, and Observability teams across priorities and constraints. Additionally, I conducted organization-wide Catalytic Skills training sessions, fostering essential communication and growth mindset skills for effective collaboration. Managed the hiring process for my replacement as I departed the company to focus on climate change.

Elastic   Principal Software Engineer   2019 – 2020

Significantly improved the scalability of the Elastic Alerting framework powering our Security and Observability products, growing rule capacity 100x per-node throughout Kibana's distributed Task Manager.

Unruly   Senior Software Developer (Supply-Side Team Lead)   2016 – 2019

As **engineering manager** of an XP development team of 10+, I provided mentorship and practical technical guidance, overseeing the prioritization, research and development of Unruly's Programmatic Demand business strand.

Led R&D of the Unruly Ad Exchange, as the team scaled it from a small POC into a multi-region distributed-system handling thousands of ad requests per second.

I represented Unruly on the IAB openRTB Working Group, advocating for increased transparency, enhanced privacy measures, and the overall improvement of the online advertising landscape.

Guided the team as they continously improved their working practices, experimenting with agile and XP practices such as Pair and Mob Programming, Collective Ownership, and Merciless Refactoring, fostering collaboration, self-organization, and catalytic skills throughout their product delivery.

Stewarded the Product Development Diversity & Inclusivity group and served as Unruly's first Nomad, providing roaming technical leadership across all engineering teams.

Primary Toolset

Methodologies & Catalytic Skills

Individuals and Interactions over Processes and Tools

Extreme Programming, Scrum

Pair & Mob Programming

Mentorship & Collaboration

DevOps Practices

Continuous integration, delivery & feedback

Monitoring, Alerting & Observability

Technical Domains

Typescript, Rust 2018+, Java 8+

Node.js, React, JS Compilation

HTML, CSS, Browser & Web APIs

Functional & Reactive programming

Reactive system design

AWS, GCP, Terraform & Immutable Infrastructure

Elasticsearch & the ELK Stack, PostgreSQL

Test Driven Development

Automated Testing (browser & black-box)

Open Source Projects

on *github.com/gmmorris*

Over the past 20 years I have been involved in several open-source projects. In addition to releasing my own projects I have contributed over the years to several community projects such as *Babel*, *jQuery*, *highlights.js*, and *mootools* .

Loveholidays   Lead Front-End Architect
2014 - 2015

Engineering management of a 7 person development team of *Javascript* & *Python* developers responsible for the Loveholidays Web Application, providing hands-on technical leadership and prioritisation.

Led the [top down rewrite of the entire website](), reinvigerating a team plighted with technical debt as they engaged in modernising their delivery capabilities and developer experience. Incrementally rearchitected different parts of the site while still providing a stable code base for continued functional development.

Freelance Engineer   R&D and Consulting
2013

Designed and implemented *Front End* solutions, coaching customer R&D teams on their process and approach to engineering. Contracted by several different companies, including ReallyGood, Conduit, Klarna and Cyhawk Ventures.

Pluralis   Senior Front End Developer
2011 – 2012

As the first employee at an early stage startup (pre round A) I was solely responsible for the design and implemention of the Front End architecture of our A/B testing product.

Using *Backbone.js, Underscore, jQuery, Bootstrap, LESS* and vanilla *Javascript*, I created a system for Multivariate A/B testing, an SDK for third-party developers and a web application for the management and execusion of A/B testing competitions.

I built several Javascript libraries, including a library for cross-build module management and a reverse CSS-selector engine for persistable DOM querying.

I supported development of a backend system using *Java Spring* and *AWS*. Implemented storage solutions using *MongoDB* and *CouchDB*.

Metacafe   Web Engineer
2011 – 2010

Development of a Web Application using *PHP* and *Javascript* for the Metacafe portal and the site's semantic data layer in a high scale and high traffic web environment.

Designed, implemented and extended infrastructure packages using *PHP* for *Mediawiki, Semantic MediaWiki* and an in-house MVC web framework.

Integrated the Metacafe Semantic data layer with the *Sesame RDF* database.

Implemented caching layers using *Memcached* and *Varnish*, and tuned caching and eviction strategies in *PHP* and *VCL* in a massive scale environment (measuring several millions of request per day). Implemented asynchronous workers using *Gearman* in *PHP* to perform offline processessing and semantic analysis of video content.

Military   Application System Engineer
2009

Product Management, System Analysis and Oversight over the development of a multimillion dollar *Command & Control* system.

Military   Team Lead, Army Captain
2006 – 2008

Engineering management of two development teams (8 people in total) working on two *ASP.Net Web Applications*.

Technical design and development of Web Applications and Services in *Javascript* and *C#*.

Designed the data layer and integration with both the *Oracle 9i* and *SQLServer* databases.

Military   Software Developer
2005 – 2003

Developed an N-Tier ASP.Net web application as part of a four person team. Built both UI and BL components for data display and manipulation using Javascript and C# libraries. Created and took ownership of a department wide position responsible for all UX and design work.

Freelance   Web Designer
2002

Freelance graphic designer, servicing both private clients and companies such as HP's Indigo division.

Education

Software Development Management
Officer Candidate School (IDF)

2006

A 6 months of Military Officer training covering Leadership and Team Building, with a specialisation in Software and Product Delivery.

Software Development Bootcamp
Mamram (IDF)

2003

Intensive 6 month course covering development and software design principles, actual work experience in a variety of development environments such as C, C++, ASP & Javascript, Java, Perl, SQL and PL-SQL and working environments such as Windows and Unix.

High School Diploma
Kvutzat Yavne High School
Computer Science major

2002

Who Am I Really?

I grew up in an agricultural village in Israel, but it was in Tel Aviv that I truly discovered my passions and interests.

In addition to my tech pursuits, I've enjoyed exploring various hobbies. Photography has been a fulfilling endeavor, with opportunities to exhibit my work in Israel and London and collaborate on commercial projects in the entertainment sector. I'm also enthusiastic about martial arts and have achieved a 2nd Master grade in Wing Tsun Kung Fu, as well as a dedicated rock climber.

I'm also an avid commentator on political and theological matters, possibly too much, as in 2014 Quora named me one of their Top Writers - an achievement that came with a custom fleece jacket, which I cherish but seldom wear.

My life revolves around creativity, and this passion has led me to feel at home in both the startup and art scenes.