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Profile

I'm an engineering leader who builds teams and products that scale. My 20+ year track record across startups and scale-ups, from 0→1 product development to leading 20+ person distributed teams. I have a deep expertise in the team dynamics, continuous improvement, and cross-functional collaboration necessary to translate complex technical domains into scalable products. Passionate about the future of our climate and the positive social change that technology can help unlock.

Work Experience

Revalue   Head of Engineering   2024 – 2025

Took the Revalue platform 0→1, enabling us to scale our process of assessing the carbon-impact of projects from months to minutes—unlocking a critical pipeline of commercial opportunities. Founded and led the product engineering team, establishing our technical strategy, architectural foundations, and high-performance culture. Drove translation of complex carbon project assessment challenges into scalable technical products through deep collaboration with data science, machine learning and climate science teams. Brought a unique perspective to the Senior Leadership team, helping Revalue scale its distributed teams, and influencing company-wide culture and strategic decisions.

Impact: Platform now produces feasibility-level insights at the drop of a shapefile; enabling significantly faster assessment cycles and Revalue's competitive advantage.

NatureBound   Co-Founder & CTO   2022 – 2023

Co-founded a climate tech venture, defining our product vision and go-to-market strategy for addressing the scale of emissions and biodiversity-loss in agriculture. Raised £160k across equity and grants through investor pitches and grant applications. Led customer discovery across multiple sectors and shipped a proof-of-concept Biodiversity Observability platform leveraging Vision AI and remote sensing imagery to detect biodiversity features at scale. Secured multiple strategic partnerships with biodiversity monitoring companies, data providers, and domain experts.

Key Learning: 0→1 company building, climate tech market dynamics, fundraising, and translating scientific domain expertise into commercial products.

Primary Toolset

Methodologies & Catalytic Skills

Individuals and Interactions over Processes and Tools

Extreme Programming, Scrum

Pair & Ensemble Programming

Mentorship & Collaboration

DevOps Practices

Continuous integration, delivery & feedback

Monitoring, Alerting & Observability

Test Driven Development

Automated Testing (browser & black-box)

Technical Domains

Proficient in Typescript, Rust, Java

Data Engineering for ML & Vision AI

Distributed & Reactive system design

Node.js, React, Browser & Web APIs

Geospatial Databases, Remote Sensing

Functional & Reactive programming

Elasticsearch, the ELK Stack, PostgreSQL

AWS, GCP, Infrastructure as Code

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

Took leadership of Elastic's alerting initiative at a critical inflection point - evolving it from a beta feature into an enterprise-grade product that now powers our Security and Observability offerings. Scaled our [distributed product engineering team](#) from 3 to 20+ engineers across multiple time zones, building out the recruiting process, onboarding process, and leadership structure of the team. Spearheaded a cross-departmental collaboration process that aligned three major product areas (Platform, Security, Observability) around shared priorities, tradeoffs and technical constraints—breaking down silos that had historically slowed delivery. Formulated and delivered company-wide Catalytic Skills training sessions, fostering the communication and growth mindset skills essential for effective collaboration.

Impact: Laid the groundwork for alerting to become a core revenue-generating differentiator across Elastic's entire product line.

Elastic Principal Software Engineer   2019 - 2020

Optimised the distributed task management system that powers the Elastic Alerting framework, achieving 100x scalability improvement per node. This increase in concurrent rule execution enabled Elastic to take its Security and Observability alerting products from Beta to General Availability.

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

Engineering Manager of a 10+ person product engineering team charged with building Unruly's Programmatic Demand business. Through iterative product discovery and delivery, we scaled our Ad Exchange from proof-of-concept to a production distributed system handling tens of thousands of requests per second globally. Represented Unruly on the IAB openRTB Working Group, influencing industry standards by increasing transparency and privacy measures. Championed XP practices (Pair/Ensemble Programming, Collective Ownership, etc.) fostering collaboration, self-organization, catalytic skills and [continuous improvement](#) throughout the department. Beyond team leadership, served as Unruly's first "Nomad"—roaming technical leadership across all engineering teams—and steward of the Product Development Diversity & Inclusivity initiative.

Loveholidays Lead Front-End Architect   2014 - 2015

Engineering Manager of a 7-person team, I led the [complete modernisation of the Loveholidays website](#) in a period of rapid growth. Tackled significant technical debt and low team morale through an incremental rearchitecture, enabling continuous feature delivery while systematically rebuilding our technical foundations and revitalising the developer experience.

Open Source Projects
on *github.com/gmmorris*

Active in open source for 20+ years, including multiple open-source projects adopted commercially and contributing to Kibana, Babel, jQuery, Highlight.js, MooTools and others.

Education

Officer Candidate School (IDF)   2006
Software Development Management

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

Mamram (IDF)   2003
Software Development Bootcamp

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.

Kvutzat Yavne High School   2002
High School Diploma

Computer Science major

Earlier Experience   Back when I was young and naive

Freelance   R&D Consultant   2013

Delivered front-end architecture and engineering coaching for Klarna, Conduit, and other growth companies.

Pluralis   Senior Front End Developer   2011 – 2012

First engineering hire at a pre-seed startup. Built the entire front-end architecture for an A/B testing product including a multivariate testing system, developer SDK, and user-facing management platform.

Metacafe   Web Engineer   2011 – 2010

Optimised the web application and semantic data layer of one of the highest-traffic websites in the world (Alexa top-10, at the time) which was facing performance bottlenecks at scale. Architected a multi-layer caching strategy using Memcached and Varnish that dramatically improved page load times, and built an asynchronous processing pipeline with Gearman to handle video content analysis and transcoding - enabling the platform to scale efficiently under massive traffic loads.

Military Service   Software Engineer, Product Manager & Team   2003 - 2009
Lead (Army Captain)

Led multiple engineering teams, delivering everything from Command & Control systems to information management systems.

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.