Roger Rohrbach

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SOFTWARE ENGINEERING LEADER

Architect, agile developer and engineering manager with extensive experience delivering innovative software systems and products. As an individual contributor I excel at modeling domains, designing well-scoped technical solutions and building high-quality software. As a leader I assemble and motivate high-performing teams, maintain high engineering standards while meeting business objectives, and ship predictably.

SKILLS

Agentic Engineering (Claude Code, OpenSpec) | Agile Development (XP, Scrum) | APIs (REST, GraphQL) | Data Modeling | Databases (PostgreSQL, MySQL, MongoDB) | ETL | Infrastructure (Linux, Docker, AWS) | Machine Learning (scikit-learn) | Object-oriented Design | Process Automation | Requirements Analysis | Software Evaluation and Procurement | Test-driven Development | Systems Programming (C) | Technical Documentation and Training | Web Application Development (Python, Ruby, JavaScript/TypeScript, React, Node, Java/Spring)

SELECT HIGHLIGHTS

- Held positions as Director of Engineering and CTO, with 5–10 direct reports
- Built the engineering teams for three early-stage startups
- Led Engineering for a business valued at $2.2B at IPO
- Created technology that became the basis for a SaaS business with $644M in annual revenue
- Made significant contributions to **Ingres** (PostgreSQL predecessor), **Perforce** (version control and asset management tools), **VxWorks** (real-time OS powering the Mars Rover and SpaceX Dragon), **Ford Motor Company's** first website, Paul Verhoeven's film ***Starship Troopers***, **YourReebok** (factory automation for customized shoes) and **Digital Commons** (institutional repository for research and scholarly output)
- Completed numerous independent consulting projects for US and European startups as well as larger organizations including Fortune 500 companies

PROFESSIONAL EXPERIENCE

Elsevier, Berkeley, CA **February 2019 - January 2026**
Software Engineering Lead
Technical owner for the Digital Commons Institutional Repository (IR) product.

- Established, mentored, and led 6-person development team practicing continuous discovery with a high level of innovation, throughput and continuous improvement
- Delivered a metadata harvesting tool that lets institutions import research abstracts from 4 different sources
- Created a bulk file storage and import manager that enables institutions to bulk-import thousands of research papers
- Built a content inventory reporting tool that exports a comprehensive report of items in the repository with full metadata
- Engineered an electronic journals API, unlocking a multimillion-dollar revenue stream
- Created an integration with Elsevier's Pure research information management system, increasing cross-sales of the two products
- Ranked 6th company-wide as a technical leader in a survey of team health metrics (recognition, feedback, peer and manager relationships, alignment, growth opportunities, etc.)

Nitid, San Francisco, CA **December 2012 - January 2019**
Independent Consultant
Created Web and mobile services, content, ETL and data management systems for startups and nonprofits.

- Built the backend services for a map-based application for exploring Congressional Medal of Honor recipients and their actions for the **American Battlefield Trust**

- Managed and contributed to the development of dentataBase, an online repository of data related to chestnut tree breeding, planting and restoration for the **American Chestnut Foundation**
- Built data replication and web services for **myTheo**, a mobile platform for real estate agents and their clients
- Developed content and data management features for the **Bedsider** online birth control support network

Fanzy, Paris, France **August 2011 - October 2012**
Chief Technical Officer
Led development and operations for a Facebook application enabling artists and brands to enlist their fans in social marketing efforts and reward them for participation.
- Built and led a team of 3 developers and 1 data scientist
- Managed and scaled infrastructure on AWS
- Built asynchronous services to process real-time updates from Facebook, automatically post messages on Facebook Page walls, award and revoke badges, distribute rewards, compile statistics etc.
- Developed a sentiment analysis tool used by brands to measure campaign success
- Onboarded over 19,000 artists/brands and over 338,000 users

Kinfo, San Francisco **January 2007 - July 2009**
Director Of Engineering
Oversaw development of a photo sharing service for family photos that combined genealogy and social networking to provide a collaborative online family album.
- Recruited and managed 5 developers
- Served as interim Product Owner and ScrumMaster
- Pair-programmed features with developers

EARLIER CAREER

Select Clients, San Francisco, CA
Independent Consultant
- Built a factory automation system used to manufacture "mass-customized" athletic shoes as part of the Webby-nominated YourReebok service (client: **Reebok)**
- Improved development tools and productivity on the Super Audio CD project (client: **Sony Electronics)**
- Helped Site Operations team increase control over software deployment (client: **CNET)**
- Developed and documented the Flash Player Detection Kit (client: **Macromedia)**
- Improved reliability and performance of the CDDB music metadata service (client: **Gracenote)**
- Launched Ford Motors' first Web site (client: **Ford Motor Company)**

Flutter.com (now Betfair), London, UK
Manager Of Software Development
- Led the software development effort for the world's first person-to-person online betting service

Tippett Studio, Berkeley, CA
Senior Software Engineer
- Helped transform Phil Tippett's stop-motion animation studio into a full-service digital visual effects firm

Xaos Tools, San Francisco
Software QA Manager
- Led a four-person team testing and validating trailblazing visual effects software for Silicon Graphics, Mac and PC platforms

Wind River, Alameda, CA
Software Process Engineer
- Automated configuration management, change control, and tool integration for target support of the VxWorks real-time operating system. Spearheaded the Engineering compliance effort leading to ISO 9001 certification.