

# Roger Rohrbach

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## SOFTWARE ENGINEERING LEADER

Architect, agile developer and engineering manager with extensive experience delivering innovative software systems and products. Inspiring, challenging, and motivational leader. I assemble and manage 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 multi-million 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
- Managed infrastructure and deployment

**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 CDDDB 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 Engineer**

- Created target support and host development tools for the VxWorks real-time operating system

**Relational Technology**, Alameda

**Member Of Technical Staff**

- Ported the Ingres relational DBMS to various UNIX platforms
- Designed and implemented a distributed software change control and configuration management tool that anticipated git by more than 15 years