

Rick Takes

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I bring great people together to build impactful teams. With over 15 years of management experience leading innovative multi-disciplinary and engineering teams. I regularly deliver ahead of schedule while maintaining exceptional quality. Leveraging my strong business acumen and financial expertise, I align technical initiatives with strategic business goals to drive revenue growth and overall organizational success.

EXPERIENCE

Head of Core Platform Engineering • Netlify

February 2022 - Present

I managed **8 product and engineering teams, 3 directors**, and over **60 individual contributors and engineering managers**. I drove an **improvement in gross margin from 50% to 68%** while also delivering key projects. I've creatively negotiated multiple vendor contracts, resulting in significant cost savings and preferential terms. During my tenure I've also managed and **led key aspects of multiple strategic acquisitions (Gatsby Inc. and StackBit)**.

Achievements:

- **Financial Engineering (FinOps)** - Working with my team I led efforts to **improve our gross margin from 50% to 68%**. We did this by first increasing our visibility and observability and later by optimizing spend and the consolidation of systems.
- **Gatsby Inc Acquisition** - I initially participated in the due diligence process, by analyzing the technical architecture, building rapid prototypes and providing recommendations of whether to buy vs. build. Once the deal was signed I did a deep technical and financial analysis to determine at what pace we should migrate customers and shut down the non-cost effective systems. The result was a plan (currently in progress) that **stands to save Netlify \$2.5m-\$3.4m per year** and increase Gatsby's margin from 8% to our 68%.

Head of Engineering / Interim VP of Engineering • Spring

August 2019 - January 2022

I **led 8 product and engineering teams** while managing **more than 50** individual contributors and engineering managers. With an **80%+ retention rate** over my 2.5 years at the company, I led the efforts to build a sustainable and healthy engineering culture.

I oversaw multiple key projects including proposing and leading a complete redesign of our storefronts, building creator dashboards and the many technical updates to move from a monolith to a services driven architecture utilizing a modern tech stack. I was also responsible for hiring, team structure, technical and architectural decisions and engineering culture.

Achievements:

- **Team Expansion** - Grew the team from less than **10 individual engineers to 50+**. To achieve this I built a hiring pipeline, redefined our interview process, optimized our technical challenge and reduced our time to offer.
- **Storefronts** - I took a successful proof of concept and led the efforts to productize and scale the offering to **more than 7 million stores**. It is now our primary store offering.
- **Culture** - I'm extremely proud of the engineering culture we built at Spring. I led the efforts and created clear paths for mentorship, individual advancement and cross team collaboration. Our engineering team consistently scored higher on our internal surveys (**eNPS score of 63**) than the industry average and other departments at the company.

Director of Engineering • Redshift Digital

June 2016 - July 2019

I built and led the Redshift engineering department, taking the offering from non-existent to approximately **40% of the company revenue (~\$3m)** in 2 years while maintaining **100% retention** of engineers during the same period. During my time at Redshift I led multiple projects while working closely with our research, design and product teams. Key projects:

Performance Phenomics:

- **Client Portal** - As the project lead, I interacted with our clients to define and build a full

LEADERSHIP EXPERTISE

Scaling Teams - 0 to 100+
Engineer Retention - 80%+
Scaling Systems - 8 million stores, 2 billion products
Hiring Process and Pipeline Development
Culture Building
Budgeting and financial optimization

TECHNICAL EXPERTISE

Scalable Architecture
JavaScript
React / NextJS
Node / Express
AWS (API Gateway, Lambda, RDS etc.)
HTML / CSS
Serverless
Fullstack Development
Strong UX Experience

APPEARANCES

[Spring's Journey to JAMstack - JAMStack conf 2020](#)

[Headless Commerce Summit 2021](#)

[Scaling Spring's Social Commerce Whitepaper](#)

BOARD SEATS

Board Member - Netlify Customer Advisory Board 2020-2021

Board Member - Bugsnag Customer Advisory board 2023

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EXPERIENCE CONT'D

featured dashboard with graphs, various user roles and permissions connected via an API that we designed and implemented. Technologies: React, Redux, D3, Postgressql (RDS), AWS Lambda, AWS Cognito, SASS

Panasonic:

- [Smart Cities Dashboard](#) - In collaboration with Panasonic's internal engineers, our team helped implement and test various features of the dashboard. Technologies: Angular, Karma, Jasmine

Advanced Microgrid Systems:

- [Advanced Microgrid Systems Dashboard](#) - Working closely with our client, we designed and built a fully featured data dashboard for displaying information collected via on-site Tesla power cells and other building systems. I led our team of 5 engineers in collaboration with an additional 5 engineers on the client's team. Technologies: React, Redux, D3, Node, Express

Kaiser Permanente:

- [Future State Prototype](#) - For nearly 2 years, we worked closely with Kaiser Permanente to conceptualize, design and build a fully functional prototype representing their "future state ux", part of their digital transformation strategy. During this process we utilized a large amount of user research to iterate on the prototype, with the final deliverable being the strategic road map Kaiser is currently implementing. Technologies: React, React Native, Redux, GSAP, Node, Express

ParkMart Partner / Head of Engineering

June 2013 – June 2016

I founded ParkMart, a design and development agency, with a business partner to tackle project based software development, visual design and marketing work.

Notable projects:

Adobe:

- [Persona Website](#) - Created an interactive data visualization tool for the Adobe sales team. It displayed the results of surveys and market research. Utilized JavaScript and D3.

Google:

- [Hangouts on Air Guide](#) - Created an interactive, single page app for Google Hangouts on Air. Built using Javascript and Python on the Google App Engine platform.
- [Community Partnership Program Website](#) - Developed a site for the Google Community Partnership Program.

Cisco:

- [Interactive Brand Guides](#) - Designed and built an interactive desktop and mobile site for displaying the Cisco brand style guides. Included a complete CMS.

Cisco Systems - Brand Exchange Strategist / Engineering Lead

January 2012 – June 2013

- Managed the development and maintenance of a custom media and training distribution system, utilized by more than 43,000 active users.
- Produced and co-wrote a video training series, covering aspects of brand usage and governance.

EDUCATION

2014

HackReactor - Advanced Software Engineering Immersive
San Francisco CA

2000 – 2005

University of Arizona
BFA in Media Arts
Tucson AZ