

David J Siu

SF Bay Area
California

Github
github.com/davidsiu

LinkedIn
linkedin.com/in/davidjsiu

X
x.com/davidjsiu

davidsiu@gmail.com
davidsiu.com

SUMMARY

As a passionate software engineering leader with over 24 years of experience, I focus on four key areas in driving software development excellence:

- **Attract top talent and maximize team potential** through a **Servant Leadership** approach. I empower team members professionally and personally with ongoing, constructive 360-degree feedback, coaching, and mentorship.
- **Develop high-performing teams** that thrive in software development by adopting Agile methodologies, Lean Startup principles, and industry-best practices. I cultivate an engaging, efficient, and secure **SSDLC (Secure Software Development Life Cycle)** using **Continuous Integration and Continuous Delivery**, supported by the right tools and technologies, to deliver safe, innovative solutions.
- **Provide hands-on technical expertise and leadership**, working closely with teams to address challenges and optimize performance. With a hands-on, **no-ivory-towers** mindset, I foster a collaborative culture that fuels success.
- **Promote collaboration** by enhancing communication, resolving conflicts, and defining processes that align Engineering with leadership, sales, marketing, design, product teams, and customers. Through clear communication and effective practices, I reduce conflicts and achieve cohesive, high-impact results.

EXPERIENCE **Match Group, Inc** (Through the acquisition of **The League App, Inc**), San Francisco, CA

Role: VP of Engineering (6 years)

June 2019 - June 2025

Accomplishments:

- **Orchestrated the technical strategy and engineering efforts**, culminating in the **successful acquisition of The League** by Match Group in 2022.
- **Hands-on modernization** of the entire technology stack and **developed the team's SSDLC**:
 - Plain NodeJS → Typescript
 - Postgres 9.6 → Postgres 16
 - Adhoc Infrastructure Configuration → Terraform
 - AWS EC2 → AWS Fargate
 - 1 release every 3 months → Multiple deployments a day
 - Manual deployments/No tests → Github Actions CI/CD
 - Etc.
- **Stabilized, Simplified, Scaled, Secured, and Enhanced** all aspects of our platform while **Supporting** aggressive feature enhancements.
- Integrated numerous 3rd party APIs, including Meta (Facebook, Instagram), LinkedIn, Doximity, Strava, X, Twilio (Video, Messaging, SendGrid), Google (Billing), Apple (Billing), and Stripe, to enhance platform functionality

Leadership:

- **Lead Backend, Mobile (Native iOS/Android), QA, and Data Science teams**, providing technical expertise and operational support to maximize their success.
- Drive a **lean, productive, and capital-efficient** organization, optimizing resources in a high-stakes startup environment.
- Promote **AI-driven productivity**, advocating for responsible AI tool adoption while ensuring risk mitigation to maintain quality and security.
- Cultivate a **culture of "Calm Confidence" and "Get Stuff Done" (GSD)**, fostering resilience and focus critical to the dating industry.

- Collaborate with Match Group's Legal/Privacy teams to **ensure full compliance** with policies, managing Privacy Policy/TOS updates and passing all audits.
- Partner with Match Group's Security teams to **enhance security**, integrating tools like Wiz, implementing regular penetration testing, and defining policies to pass all security reviews.

Neustar, Inc (Through the acquisition of Aggregate Knowledge, Inc), San Francisco, CA

Roles: Director of Engineering (4.6+ years)

Aug 2013 - May 2018

Accomplishments:

- Managed five engineering groups that make up a large part of Neustar's Media Intelligence product line: Media Insights, Actions, Audience, Taxonomy/Onboarding, DMP/Syndication.
- **Modernized the entire frontend and backend development life cycle.** Developed a SPA (Single Page Application) frontend infrastructure using AngularJS, Bootstrap, and Gulp to enable rapid and continuous software development. Developed a backend infrastructure using an **API First Development** approach using RAML (RESTful API Modeling Language) and a **Data Model First Development** approach with jOOQ (jOOQ Object Oriented Querying).
- Introduced Scrum and Kanban style agile development processes to multiple engineering groups.
- Encouraged the adoption of Cucumber as a collaboration tool between Product Management, Engineering, and QA to drive a Test Driven Agile Development approach.
- Guided the successful adoption of the **Continuous Delivery approach to enable multiple deployments per day** using a combination of technologies such as Jenkins, Hipchat, S3/Cloudfront, Gitlabs, Gerrit, Karma/Jasmine, and Cucumber.
- Heavily engaged in recruiting efforts and built several high performing engineering teams that value high-quality and frequent delivery of customer value.
- Responsible for defining and improving the SDLC (System Development Life Cycle) for the entire Neustar organization with a heavy emphasis on areas involving **Tooling, Automation, Continuous Integration, Continuous Delivery, Configuration, and Deployment Management, PaaS, Security and License compliance, and OSS (Open Source Software) Governance.**

Nextag, Inc., San Mateo, CA

Roles: Director of Engineering (2 years)
Engineering Manager (1.75 years)
Lead Software Engineer (1.6 years)
Senior Software Engineer (2 years)

Aug 2011 - Aug 2013

Feb 2010 - Oct 2011

Jul 2008 - Feb 2010

Jul 2006 - Jul 2008

Group - Release Engineering:

May 2013 - Aug 2013

- Managed a team of 2 to modernize the entire development, build, and deployment process.
- Spearheaded the practice of using **Vagrant to speed development** by providing a consistent dev environment.
- Spearheaded the use of **Puppet to automatically configure development, build, QA, staging, and production environments.**

Group - Mobile Apps:

Jul 2012 - Aug 2013

- Managed a team of 4 through the adoption of **Lean Startup principles** to launch the Price Machine app for Android.
- Coached team into a high performing agile group.
- Spearheaded efforts to adopt **Continuous Integration with device-level automated Cucumber tests for iOS and Android applications.**

Project - Wize.com:

Jul 2012 - Aug 2013

- Managed a team of 10 to deliver the wize.com site where we attempt to solve the problems of "The Paradox of Choice".
- Spearheaded company's first adoption of Java Thrift services for use with our Rails frontend.
- Managed efforts to migrate from MRI Ruby/Unicorn to JRuby/Puma.

Project - Merchant Platform:

Apr 2011 - Jul 2012

- Managed a team of 7 to modernize the existing Merchant Platform.
- Spearheaded efforts to use Ruby on Rails for the frontend layer.
- Spearheaded company's first efforts on **Continuous Integration with Jenkins, Continuous Deployment** with Capistrano, and **Test Driven Development with Cucumber**.

Project - Nextag Stores:

Feb 2010 - Jan 2011

- Managed a team of 5 to develop and launch Nextag Stores, which enables a marketplace functionality on the Nextag site. Nextag Stores allow merchants to list products on CPA where Nextag acts as the payment provider. **Nextag Stores had processed millions in revenue in under a year of going live.**
- Led Nextag Stores through **OWASP, PCI Level 3, and PCI Level 1 compliance**.
- Technologies used: **Java, Spring, dependency injection, hibernate, Oracle SQL, and AOP.**

Project - Mobile:

Jul 2008 - Apr 2011

- Led a team of 4 in developing the iPhone, Android, and Blackberry mobile-optimized versions of the site, which received nearly **6 million visits per month and generated hundreds of thousands in revenue per month.**
- **Developed Nextag's first iPhone App.** This app allowed users to search and browse consumer products to find the lowest price on our network of thousands of merchants.
- **Ported the zxing barcode scanning library to Objective-C** enabling the Nextag Mobile app to perform price checks using the product UPC code.
- Managed a team of 3 in enhancing the **iOS Nextag Mobile App with iPad compatibility, image recognition**, local stores, real-time inventory, and list synchronization features.

Project - Real Estate:

Jul 2006 - Jul 2008

- Led a team of 3 in developing the full-featured Nextag Real Estate site with an 80 million home dataset. Featured extensive use of Google Maps, ability to view comparable home values, ability to view school district test results, and ability to view historical home value trends.
- The site used **Java, Lucene, and MySQL to serve SEO optimized content rich pages** using DataQuick, TigerLine Census, and public school records.

Personal Initiatives:

- Successfully pioneered and employed Nextag's first **scrum agile development process** and have coached numerous high performing teams through their agile transformation.
- Established wide adoption of standard development tools such as Checkstyle, Findbug, Structure101, and Cobertura Code Coverage. The Nextag Stores group had the **highest level of code quality** in the company as measured by these tools.
- Helped teams **achieve high unit test and integration test coverage** and helped QA teams in **automating regression tests**.

Leadership:

- **Created a culture of feedback within the teams and encouraged continuous 360-degree feedback.**
- Involved in the recruiting process for all levels of software engineering and QA.
- Organized quarterly team building events and regular release events.
- Conducted weekly 1-1s with employees to discuss the day-to-day as well as career building strategies.
- Actively worked with HR and management to improve the office work environment, company culture, and morale.

IXL Learning, (Formerly known as Quia Corporation), San Mateo, CA

<i>Roles:</i>	Development Manager (10 months)	<i>Aug 2005 - May 2006</i>
	Senior Software Engineer (3 years)	<i>Aug 2002 - Feb 2005</i>
	Software Engineer (10 months)	<i>Oct 2001 - Jul 2002</i>
	Associate Software Engineer (10 months)	<i>Jan 2001 - Oct 2001</i>

Accomplishments:

- Performed **extensive application-level optimizations and SQL query tuning to accommodate growing traffic and more resource intensive applications**. Logic optimizations and sophisticated querying techniques allowed rapid growth in user base and feature complexity with minimal hardware upgrades.
- Developed a **fault-tolerant subscription purchasing system** utilizing Verisign's credit card processing API.
- Developed an innovative Flash-based audio conferencing and text chatting system allowing students, instructors, and teacher-assistants to complete web-based real-time foreign language activities. This system also allowed participants to record their conversations for instructor grading.

EDUCATION **University of California - Davis**, Davis, CA
Degree: B.S. Computer Science and Engineering
Graduation: December 2000

SKILLS **Agile Development:** Scrum, Kanban, Scrumban, Agile Coaching, Lean Startup
CI/CD/TDD: Github Actions, CircleCI, Jenkins, Mocha/Chai, Jest, Cucumber
Languages: Typescript/NodeJS, HTML/CSS/JavaScript, Swift/Objective-C, Java/Kotlin, Ruby, Python
Frameworks: React, AngularJS, Spring, Hibernate, Rails, jQuery, Fastlane
Databases/Caches: Postgres, BigQuery, QuestDB, MongoDB, MySQL, Redis, Memcache
Platforms: Linux, iOS, Android, Mac, Windows
Certification: Certified Scrum Master

TECH **AI:** OpenAI, Grok, LLama, Github Copilot
SaaS: Appsflyer, Branch, Pubnub, Twilio, Sendgrid, Hive AI, Stripe, Stitch, RevenueCat, Amplitude, Shopify, Klaviyo, OneSignal, LaunchDarkly, Airbyte
Cloud/Infrastructure: AWS, GCP, Docker, Terraform, Datadog, Loggly, PagerDuty, BetterUp
Security/Code Quality: Wiz, Mend, Dependabot, Codefactor

HOBBIES Running, Racing, Biking, 3D Printing, Home Improvement

REFERENCES Available Upon Request