Rich Leland

Software Engineer

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Who I Am

I'm a passionate craftsman with an unconventional background that includes print and identity design, web design and development, software engineering and architecture, and developer relations. I love writing code and prose, and making things look and feel great for users.

In my free time I'm either hanging out with my kids, growing my own food, or building something in my garage.

What I'm Looking For

I want to be a part of a team that believes in what we're building, pushes one another to be their best, and feels like a family. I want to come to work every day knowing that there are complex problems to solve, and that the team I work with are passionate about supporting our customers and one another.

An ideal organization for me would be one that has complex challenges to solve, embraces open-source technologies, promotes creativity, encourages community involvement, fosters diversity and equality, and employs a well-rounded team.

What I've Done

Tech Director, Avaaz
October 2017 – Present

- Direction of several teams, including engineering, technical operations, data science, online campaigners, and external contractors
- Manage and coach individuals in various roles including Tech Directors, Senior Software Engineers, Software Engineers, Technical Campaigners, Online Campaigners, and Data Engineers
- Implemented a unified agile project management process across our technical team
- Reduced engineering cycle time from more than 2 weeks to less than 5 days
- Reduced build / deployment pipeline time from 2 hours to less than 20 minutes

- Debugged and tweaked performance of bulk publishing system, reducing page publishing time from 4 minutes to 9 seconds
- Reduced time needed to manage deliverability by creating actionable alerts, migrating our DMARC policy to reject, and surfacing spam and promotion rates for our campaigners
- Implemented coding standards, code quality automation tooling, knowledge management standards, and API standards
- Implemented automated security vulnerability scanning and alerting for project dependencies
- Implemented Docker and related automation to deploy various applications including APIs and AWS Lambda functions
- Architected and built system to manage ingestion and search of fact checking data from sites using the ClaimReview standard for our disinformation team
- Designed and built system to manage ingestion of deliverability data from various sources including SNDS, Google Postmaster Tools, eDataSource, PowerMTA, and our own internal tools
- Conducted user interviews, planned work, and began implementation of a deliverability dashboard that will ingest and present data from various sources
- Built open and click tracking infrastructure and automation using Python, AWS, and Google Cloud Platform
- Designed move from tightly coupled PHP monolith to more independently maintained and deployed Flask APIs
- Troubleshooting for several complex issues with high business impact related to recurring donations, donations fraud, and email delivery delays.
- Implemented GDPR consent monitoring and alerting
- Automated data deletion requests for our member engagement team to help us remain compliant with EU regulations.
- Maintain infrastructure and configuration through Ansible

Director of Application Development, SparkPost
July 2013 – September 2017

- Led a twelve person, partially remote team consisting of engineers, UX/UI designers, developer advocates, and community manager
- Successfully launched SparkPost, a new email infrastructure service
- Architecture, development, testing, and support of our API and UI using various technologies and services including Node.js, AngularJS, Cassandra, Vertica, and AWS

- Created webhooks infrastructure as ETL processes using Node.js
- Architected and implemented ETL processes using Node.js, RabbitMQ, and various data stores capable of handling trillions of events per month
- Implemented continuous integration and deployment pipeline with Bamboo and Ansible
- Released and maintain open source client libraries for Python, Node.js, PHP, Java, Go, and Elixir
- Launched Slack community, which now has 3,000+ members, with internal Slack bots for corporate and community Slack
- Implemented API documentation using static files and Algolia search
- Created Heroku add-on for SparkPost
- Support integrations for partnerships with Heroku, HP, and Microsoft
- Implemented google analytics, mixpanel, and optimizely for data analysis
- Developed on boarding process for new engineers
- Established business hours support rotation and on-call procedures for application engineering team

If you'd like to take a deeper trip down memory lane, see my [LinkedIn profile](#).

How I Learned

I am self-taught. Over the past 25 years I have worked for a variety of organizations—from design shops and ad agencies to a global media company to an email service to a non-profit—where I have consistently pushed myself to develop my skill set. I've also been fortunate enough to work with a diverse set of talented designers, developers and other individuals who have helped me become the engineer I am today.