Addam Hardy

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🛡 US Army Veteran   Ⓜ speakerdeck.com/addamh

📇 WHAT I'M ABOUT

I'm a builder. I need a place where I can build. Build people. Build process and infrastructure. Build connections and relationships. Build teams. I need a place where I can enable. Enable people to push past the limits they think they have. Enable the business to accomplish what was previously thought impossible. Enable people to believe in themselves.

I'm about never accepting good enough and constantly striving to improve and evolve yourself. And I live for the opportunity to not just walk that path myself, but to plant and nurture that seed in those around me.

🧠 SKILLS

Software Development
Python, Javascript, Go, Ruby, Ruby on Rails, Java, etc, etc...

Ultimately, I am a software engineer. Not only by trade but by personal interests and hobbies. I could list many different languages I have had experience with but the most important point is that I am personally driven to learn and research new things all the time. I know several languages and techniques and if I don't know it, I can probably learn it easily and quickly apply it to any task I am given.

Engineering Leadership
Leading developers is what I am most passionate about. Work is work. There's no escaping it. It's time away from your family. It's time away from your real life. We all have to do it. But it doesn't have to be miserable. An environment where the team can trust and rely on one another as well as enjoy working together is the the key to developer happiness and hyper productivity.

💼 PROFESSIONAL EXPERIENCE

VP, Engineering   2017 Aug – 2021 Dec
RichContext (acquired by The Stable)   Minneapolis, MN
- Led engineering, data, and analytics teams for an industry leading retail shopper marketing and adtech platform supporting the world's largest CPG and grocery brands in Walmart, Amazon, Target, Kroger, and many other retailers.
- Designed architecture enabling millions of shoppers to view and convert on products for many of the worlds leading brands.
- Awarded US Patent for geospatial image server allowing dynamic location based product content.

Director of Engineering   2016 Apr – 2017 Aug
Lofty Labs   Fayetteville, AR
- Led project planning, architecture, and development in a rapid development consultancy environment.

Lead Software Engineer   2014 Mar – 2016 Apr
DataRank (acquired by Simply Measured)   Seattle, WA
- Led user application architectural design and development on Simply Measured's Consumer Research Division (formally known as Datarank).

Lead Developer   2013 Feb – 2014 Mar
RevUnit   Bentonville, AR
- Led engineering design and implementation for RevUnit's clients on a wide range of digital products. Focusing on iOS and Android mobile applications, Ruby on Rails web applications and Single Page Javascript applications using Backbone and EmberJS.

Software Developer, Contract   2012 Oct – 2013 Feb
IdeaLoop   Dallas, TX
- Javascript developer for IdeaLoop clients. Primarily focused on enterprise level JavaScript applications.

Senior Developer   2012 May – 2012 Oct
MobileFWD   Fayetteville, AR
- Developer on the Trivi.al and Piction.al iOS games as well as developed Ruby on Rails applications for back-end administration of the app for management and user monetization and engagement analytics.

Full Stack/Ruby on Rails Developer   2011 Nov – 2012 May
SocialVolt   Overland Park, KS
- Worked as the user interface developer and augment to the back-end team on a Ruby on Rails enterprise level social media management platform. Took color-comps from the designer and implemented them to spec using CSS3 and HTML5 with SASS and Javascript.

Ruby on Rails Developer   2011 Feb – 2011 Nov
NORMES, University of Arkansas   Fayetteville, AR
- Developed a Ruby on Rails testing application to be used by the Arkansas Department of Education for the collection and analysis of education metrics.

DCGS Cloud Software Engineer   2011 Nov – 2012 May
MissionFocus   Columbia, MD
- Developed Map/Reduce algorithms to process and analyze HUMINT reports for U.S. Army data sources.
- Developed front-end JavaScript applications using ExtJS framework to enable easy access to the reports stored on the HADOOP file system

RTRG Software Engineer   2007 Apr – 2010 Jun
National Security Agency   Honolulu, HI
- Co-created, developed and designed all versions and phases of the current implementation of the Dark Mist Framework. An integrated, plugin-based web 2.0 framework capable of being applied to many missions and data-sets - This has saved hundreds of man-hours in analysis and has significantly decreased the initial training for new analysts. Working as a Senior Developer on the project developing new ideas and methods to implement.
- Identified weaknesses and potential improvements in workflows and analytical processes used by several missions and designed and developed software, processes, and technologies to greatly increase efficiency, decrease duplication of effort, enhance collaboration and directly impact the overall success of the mission.

🎓 EDUCATION

B.Sc Computer Science
University of Arkansas

A.Arts Korean Language
Defense Language Institute

B.Arts US History
American Public University

🧩 PATENTS

Systems, devices, and methods for presenting customized content through web API
US 11,010,447 B1

🎖 CERTIFICATIONS & LICENSES

• AWS Certified Solutions Architect

• AWS Certified Developer

• Amateur Radio Technician License

• Amateur Radio General License

🏅 AWARDS

Joint Service Commendation Medal   2010
US Army, National Security Agency

Arkansas 40 Under 40   2019
Arkansas Business

Fifth Fastest Growing Solution Providers   2020
AdWeek

🧠 SPEAKING

E^HACKATHON London: Omnichannel Day   2019 May | London, UK
  Reinventing Digital Commerce: Extracting Value out of the Digital Path to Purchase

Walmart E^HACKATHON 2019   2019 Mar | Bentonville, AR
  Developing a Retail Technology Mindset: Design Sprint Primer

Little Rock Tech Fest   2016 Oct | Little Rock, AR
  Apache Spark & MLlib

NWA Tech Summit   2015 Nov | Fayetteville, AR
  Decision Trees, Data Science, and Machine Learning: Using Entropy to Discover Path
  to Purchase

NWA Ruby Group
Group Organizer

Hacktivate
Founder
  Hackathon and Community Group

2013 – 2015
Northwest Arkansas

🌐 LANGUAGES

Korean	● ● ● ● ○	French	● ● ● ○ ○
Spanish	● ● ● ○ ○	Italian	● ● ○ ○ ○
Russian	● ● ○ ○ ○		