BRAD ASH

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Strategic technology executive and solutions architect with 20+ years of experience scaling engineering organizations, driving efficiency, optimizing costs, and leading digital transformation. Expert in bridging the gap between technical execution and business strategy, with a proven track record of building inspired cultures, unlocking delivery throughput, and architecting enterprise-grade software platforms. A complete end-to-end partner who pairs executive boardroom prowess with the hands-on depth of a principal engineer; ready to step in, mentor, and drive execution across every layer of the technology stack.

PROFESSIONAL EXPERIENCE

Wpromote, ***VP of Engineering*** **04/2024 - Present**

- Oversaw 8 teams: Engineering, SDETs, Product, UX, AI, Data Science, IT, InfoSec. Ran point for cloud infra, platform, incident response, procurement, SDLC automation, DevEX and AI tooling.
- Spearheaded the evolution of proprietary Polaris platform into a client-facing SaaS web app; delivered on schedule, with 87% client adoption, 2x NPS targets, and 300% ROI in our first year of tracking sales attribution to Polaris.
- Scaled the engineering department from 12 to 40 and restructured into high-velocity squads; increased individual engineer throughput by 60% while achieving the top employee engagement score (eNPS 71).
- Executed a strategic FinOps overhaul that reduced infrastructure costs by 20%, cut $400k/yr in under-utilized SaaS, and unlocked over $2.5M in CapEx for us to reinvest in personnel and AI growth.
- Bolstered Airflow pipelines to increase data freshness by 400%, while reducing production incidents by 32%.
- Architected Google Cloud Foundation in Terraform to manage governance, security, budgets, and automated provisioning of all cloud infrastructure.
- Modernized the SDLC by migrating to GitHub and custom DevOps and AI tooling; 3x deployment frequency while automating quality gates, code reviews, and deployments for crown jewel applications.
- Built agent orchestration platform to centralize fragmented AI workflows in a secure, scalable, and observable system.
- Migrated brownfield data stores to a new, agent-ready warehouse schema on GCP that cut BigQuery costs by 50%.
- Maintained active technical leadership (1,300 GitHub contributions in 2025 and 3,500 so far in 2026), architecting all our GitOps repositories, serverless monorepo with automated release pipelines, event-driven services, and an enterprise Kubernetes cluster.
- Led technical partnerships with Google, Meta, Pinterest, Amazon, Snapchat, and TikTok, securing $3M in funding to accelerate R&D and bring AI-driven features like *Creative Audit* intelligence suite and *Bid Budget Optimizer* to market.

lululemon, Seattle, ***Technology Director, Cloud Platform*** **02/2023 - 04/2024**

- Managed a global, high-performance team of 5 managers and 30 senior individual contributors to deliver enterprise cloud platforms. Mentored technical leadership on the team while fostering our culture and values.
- Provided vision and leadership to deliver best-in-class enterprise cloud platform services on AWS and Azure for a global retailer with $10B in sales.
- Delivered $6M in FinOps savings through cleanup and right-sizing of cloud resources in the first 6 months (2x OKR).
- Developed strategic plans, roadmaps, and business cases in collaboration with technology leaders and architects for platform landing zones, shared tools, automation, self-service catalog, governance, cost optimization, and security.
- Improved product-delivery model for cloud platform and measured customer experience through meaningful performance and operational SLAs.
- Worked closely with CISO to drive compliance: SOC 2, PCI, CIS, and enterprise engineering RFCs.

Capitol Information Group, ***Chief Technology Officer*** **03/2020 - 02/2023**

- Drove innovation for 5 publishing companies (2M subscribers, $50M revenue). Led due diligence on acquisitions, identifying data insights that paid off the debt a year early.
- Migrated high-traffic services to AWS/GCP, reducing data center overhead and implementing a federated data lakehouse for better governance.
- Ran weekly senior leadership team (SLT) meetings to maintain accountability and visibility into projects across the entire company.
- Principal architect for major systems, mentoring seniors and leveling up the team as a hands-on leader.

Capitol Information Group, ***Director of Engineering / Principal Engineer*** **09/2017 - 03/2020**

- Increased online sales by 20% annually via new upsell/cross-sell checkout flows.
- Expanded solutions teams, doubling engineering headcount and establishing a dedicated data engineering function.
- Led the 5-year roadmap to deprecate legacy monoliths in favor of a microservice architecture.

Capitol Information Group, ***Previous Roles: Software Engineer to Engineering Manager*** **05/2006 - 09/2017**

- Promoted through ranks of Software Engineer and Manager based on performance, leading the tech org in adoption of open-source infrastructure, SDLC automation, test-driven development, and building custom SaaS solutions.

STARTUPS

Fruitful Fertility, ***Co-Founder / Chief Technology Officer / Principal Engineer*** **11/2016 - 04/2021**

- Built an algorithmic matching engine (10k users) and secured $100k pre-seed investment. Pivoted B2B to B2C during the pandemic before exiting.

Baton Investing, ***Founder / Principal Engineer*** **05/2014 - 10/2016**

- Incubated a FinTech spin-off using Lean Startup methodology; maintained positive cost-to-revenue ratios for templatable products.

SKILLS

Strategic Leadership: FinOps, Distributed Teams, Product Development, Managing Contractors, M&A Due Diligence, Governance, Risk, and Compliance, Agile SDLC Transformation, Vendor Management, Scalability, Resiliency
Cloud & Infrastructure: *AWS Certified Solutions Architect* (2023), *MS Certified Azure Admin* (2023), Google Cloud Platform, Kubernetes, Docker, *Terraform Associate* (2024), Serverless, Lambda, Argo CD, Microservices, GitOps, CI/CD
Data & Storage: BigQuery, Snowflake SnowPro Core (2023), Databricks, S3, GCS, Iceberg, Redshift, PostgreSQL, MySQL, DuckDB, Redis, dbt, Kafka, ksqlDB, Spark, Beam, Airflow, SSIS, SQS, Pub/Sub, Looker, Cube, Tableau, Power BI
AI & ML: Ray, MLFlow, Vertex AI, Bedrock, OpenAI, Anthropic, Gemini, Agent Frameworks, vector dbs
OOP & Scripting: Python, Go, Node.js, Java, TypeScript, React.js, React Native, PHP, Ruby, C, Bash, REST/Graph APIs, TDD
Observability & Tools: Datadog, Splunk, Prometheus, Elasticsearch, Loki, Grafana, Open Telemetry, Sentry, JIRA

COMMUNITY & PROFILE

Leadership: Eagle Scout · Order of the Arrow · MPLS Ward 7 Neighborhood President · Lululemon DEI Council
Strengths Finder: Achiever · Command · Focus · Futuristic · Woo

EDUCATION

B.S. Computer Science + UI / Rensselaer Polytechnic Institute, Troy, NY