

TROY ROSENBERG

SOFTWARE DEVELOPER & ENGINEERING MANAGER

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PROFESSIONAL HISTORY

Sabbatical | November 2024 (Current)

Stepping away from 9-5 work for family, travel, and learning.

Boulevard | April 2023–November 2024

Senior Software Engineer – Commerce

A key contributor to a client experience platform built for appointment-based businesses, supporting the platform's commerce capabilities.

- ◆ Support the maintenance and development of a **legacy Elixir platform** serving a React frontend through a **GraphQL API**.
- ◆ As a member of the commerce team, I am responsible for customer flows such as creating orders and checking out clients; we process **tens of thousands of orders per day and one million appointments per month**.
- ◆ Identified and spearheaded the resolution of a multi-year-old bug that affected nearly **half a million data records**. In addition to implementing an immediate fix, I **presented to executives** the scale of the problem and developed a data migration process that resolved the inaccuracy.
- ◆ **Cross-team representative**, joining an internal **Quality Focus Group**, providing subject matter expertise to teams working with our data model, and **presenting technical learnings** during organization-wide meetings.
- ◆ **Technical lead** on a data model refresh in which I worked closely with product to meet customers and their needs, presented a technical specification to leadership for approval, supported various aspects of the SDLC (e.g., building out epics and stories), and served as the primary back-end developer.

CPower Energy Management | June 2021–Feb. 2023

Supervisor (April '22–Feb. '23)

Senior Software Engineer (June '21–April '22)

Served on a Skunkworks project to launch a new product offering in the green energy sector designed to manage and monetize distributed energy resources, elevating grid reliability.

- ◆ Wrote **performance-critical Elixir** code for our grid simulator. Work included creating and enhancing simulated asset behavior and implementing problem identification and resolution logic.
- ◆ Responsible for **full-stack feature development** of a **Phoenix LiveView** application, styled with **TailwindCSS** and enhanced with **AlpineJS** and custom-built UI elements.
- ◆ Implemented **benchmarking and performance tracking**. Systematically **improving performance by 60%** during our first iteration of tracking these metrics.
- ◆ Built multiple endpoints to our external **REST API** and co-built a **user-facing API sandbox and validation tool**.

- ◆ I was **asked to transition into a leadership position**. In this role, I conducted one-on-ones, supported team member growth, owned recruiting efforts, managed our SDLC, interacted with potential partners and customers, and helped to set and guide product vision.

Ontada (McKesson) | Feb. 2020–June 2021

Tech Lead for Clinical Decision Support (CDS) team

Led the development of initiatives supporting a suite of clinical decision support (CDS) tools that provide evidence-based decision support to oncologists at the point of care.

- ◆ Extended and maintained **HIPAA-compliant, highly available** CDS tool suite built with **Ruby** (Rails) and **JavaScript** (React, Ember).
- ◆ Led **cross-project initiatives**, including a project to extend content authoring for treatments to provide more granular rules for different drugs and providers.
- ◆ Supported team member growth through **pair-programming** sessions, in-depth **code reviews**, and the team **mentorship program** for which I spearheaded establishing.

ROI Revolution, Inc. | 2012–Feb. 2020

Software Development Team Lead

Built, maintained, and scaled internal tools and services supporting a digital marketing agency.

- ◆ Led a technical organization with as many as **ten direct reports** of different roles (development, QA, UX) and experience levels (from intern to senior).
- ◆ Built and maintained multiple user-facing applications and numerous supporting services using a variety of technologies, including **Elixir** (Phoenix), **TypeScript** and **JavaScript** (Node.js, React), and **Ruby** (Rails).
- ◆ Led development on projects, including a custom dashboard solution that **imported and served data for hundreds of Google Analytics accounts** and an automated **ad creation and management** tool.
- ◆ Served as a core contributor on numerous projects, including an **ETL product feed creation tool** and an **analytics data storage solution** responsible for importing, storing, and serving granular advertising data.
- ◆ Highly involved with infrastructure and operations, with experiences ranging from on-prem to in-the-cloud (using providers like **AWS** and **GCP**).
- ◆ Developed, maintained, and guided **all aspects of the software development life cycle** and served as the team's **cross-functional liaison** for users and management.
- ◆ Involved throughout the **recruiting and hiring processes**.

EDUCATION

Florida State University

M.S in Computer Science - Partial | 2011–2012

B.S in Computer Science, Minor in Mathematics | 2008–2011