Ashish Shah

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PROFESSIONAL SUMMARY

Lead Software Engineer with 14+ years of experience architecting SaaS platforms and data infrastructure. Currently leading Data Operations at ActiveCampaign, bridging technical execution with interim management duties (resource allocation and strategic planning). Expert in distributed systems (Kafka, Druid, Kubernetes) with experience coordinating cross-functional teams to resolve complex scale and reliability challenges.

SKILLS

Core Competencies: Distributed Systems, Data Engineering, SRE, Technical Leadership, Strategic Planning
Languages: Java, Go, Rust, Python, Bash, Clojure, TypeScript (React, Svelte, Vite, Astro)
Infrastructure: Linux, Kubernetes (ArgoCD, Helm), AWS, Crossplane, Terraform
Data Ecosystem: Apache Kafka (Connect/Streams), Apache Druid, Spark, PostgreSQL, ElasticSearch

ActiveCampaign LLC, Chicago, Illinois (Remote)

Lead Software Engineer (Data Operations & Data Engineering)   **July 2023 – Present**

- **Data Strategy Modernization:** Partnering with the CTO and Distinguished Engineer to architect the next-generation hybrid data storage layer; driving the migration from legacy HTAP infrastructure to a modern **Apache Iceberg** + Kafka lakehouse pattern.
- **Interim Team Leadership (Data Ops):** Transitioned to the Data team in August to fill the Engineering Manager gap. Currently driving backlog prioritization, scope definition, and resource allocation while collaborating with Directors on H1 2026 planning.
- **Team Turnaround (Tracking Team):** Previously led the Tracking/Ingestion team, rebuilding trust with the wider organization. Stabilized the platform from 1-2 incidents per month to a robust state by mentoring a mixed-seniority team (3 Senior, 2 Junior), improving engineering standards and reliability, where the team can now deliver to production without any incidents.
- **Project Leadership:** Led the 2025H2 Druid initiative; selected to demo the project at the Company All-Hands alongside the CEO.
- **System Stability:** Designed and delivered a geo-redundant WhatsApp webhook ingestion pipeline. The system has run incident-free in production since its release 6 months ago.
- **Architecture:** Managed the adoption of Apache Druid, scaling to 9 production instances to support analytics for a $60M ARR customer base.
- **Incident Resolution:** Coordinated a cross-functional working group of Java engineers to address systemic performance bottlenecks. Delegated remediation tasks via incident follow-up protocols to resolve long-standing technical debt.
- **Internal Tooling:** Built internal administration tools using React, Vite, and Svelte to improve visibility into backend data operations for support teams.

Senior Software Engineer (Developer Experience & Platform)   **June 2019 – June 2023**
- **Developer Efficiency:** Optimized environment provisioning tooling, reducing setup time from days to minutes for the engineering organization.
- **Infrastructure Migration:** Led the migration from EC2 to Kubernetes with zero downtime and built self-service Terraform/Pulumi tooling for product teams.
- **CI/CD Standardization:** Migrated the company from CircleCI to GitLab CI, establishing standard pipeline controls for main product lines.

Reverb.com, Chicago, Illinois

Senior Data Engineer   **August 2018 – June 2019**
- **Data Engineering:** Modernized legacy ETL pipelines by migrating from Sqoop/SQL to Apache Spark on EMR, reducing processing costs and improving data availability speeds.
- **Full Stack Contribution:** Implemented core product features using Ruby, GraphQL, and Protobufs, bridging the gap between backend data systems and frontend user experience.
- Improved CI processes in the company in collaboration with the CI working group.

Uptake Technologies, Chicago, Illinois

Site Reliability Engineer   **February 2018 – July 2018**
- Implemented Elasticsearch monitoring framework in Rust.
- Onboarded a newly formed team of 9 engineers to agile methodologies by prioritizing the backlog

- Saved the company $20k/month by leading the delivery of kafka optimization and performance improvements.

Senior Software Engineer, Automation   **February 2017 − January 2018**
- Implemented, maintained and trained around 20 teams across the company to use a production data validation and monitoring framework.
- Architected IE selenium grid using ansible, spring boot, windows registry patches and RDP.

Product Owner, Automation   **December 2015 − January 2017**
- Led the development of an automated CI pipeline for building and testing the core product.
- Drove the adoption of better testing practices by training teams and pairing with the teams at the main and satellite offices.

Orbitz Worldwide, Chicago, Illinois
Software Engineer II (Loyalty Platform)   **October 2014 − November 2015**

Nokia Inc., Itasca, Illinois
Software Engineer (Mobile Browser & Backend)   **May 2009 − October 2014**

EDUCATION   **Illinois Institute of Technology**, Chicago, IL
Master of Science, Electrical Engineering   **2008 − 2010**

Nirma University, India
Bachelor of Technology, Instrumentation and Control Engg.   **2003 − 2007**