

Deeply technical engineering leader with 20+ years delivering customer-focused, high-impact platforms at some of the world's most recognized technology companies — including Amazon, Groupon, Netflix, and Ticketmaster — and most recently as founder of ClearPrice Health, a 50-state healthcare price-transparency platform designed, built, and operated single-handedly. Has built and led organizations of 50+ — managers and ICs alike — personally sourced, recruited, and interviewed hundreds of engineers and leaders, and owned multi-million-dollar budgets, all while staying hands-on across data, cloud, and AI architecture. Pioneer of AI-augmented engineering — adopted at Ticketmaster ahead of the industry curve, proven solo at ClearPrice: multi-agent development, review, and operations workflows delivering enterprise-grade rigor at startup velocity. Expert Agile practitioner (10+ years Lean/Scrum, 8+ years SAFe with OKRs).

AI-Augmented Engineering Organizations

Cross-Functional Engineering Leadership

Product Strategy & Vision

Data-Driven Decision Making

Hiring & Org Building

Customer Experience Design

Lean-Agile at Scale (Scrum, SAFe, OKRs)

Python · Java · TypeScript/React · AL (Business Central) · AWS · PostgreSQL · Kafka · Anthropic Claude API

## PROFESSIONAL EXPERIENCE

### Founder & Principal Engineer — ClearPrice Health (app.clearprice.ai)

2026 – Present

*Every U.S. hospital is federally required to publish its prices — and they do, in thousands of incompatible files no patient could ever read. ClearPrice turns that chaos into a simple answer: what will this cost me, here, with my insurance?*

- Took healthcare price transparency from federal mandate to working product: a 50-state platform covering 7,110 hospitals and ~5.7 billion insurer-negotiated rates in a ~1.9 TB production database — conceived, architected, built, and operated solo in five months
- Solved the problem that makes the mandate useless in practice — every hospital publishes differently — with a format-agnostic ETL pipeline that auto-detects and streams 20+ file formats, from 5 GB JSON dumps to legacy Excel
- Scaled from 1 state to all 50 in three months on an event-driven AWS architecture (ECS Fargate Spot fleets, 100 per-state SQS queues, EventBridge) deliberately designed so a single engineer can operate a national data platform
- Made 5.7 billion rows conversational: a chat-first consumer app, advisor portal, and ops dashboard powered by 27+ specialized AI tools and 10 visual React components, with a tiered Claude model policy and prompt caching that holds cost-per-question flat
- Turned raw compliance data into something trustworthy: 4,457 payer-name variants consolidated to 1,702 canonical payers, every hospital graded A–F on data quality, and Medicare coverage intelligence spanning 6,839 Advantage plans
- Proved an engineering org of one can ship with enterprise rigor: 200 architecture decision records, 322 test files, multi-agent AI code review, and 7-minute push-to-live CI — an AI-augmented process engineered as deliberately as the product itself

**Tech:** Python, FastAPI, PostgreSQL/Aurora, React, TypeScript, AWS (ECS, SQS, EventBridge, S3), Anthropic Claude API

### Independent Technology Consultant — McCaffrey.io

2018 – 2021, 2024 – Present

*Companies from startups to Netflix hand this practice the problems they can't staff — one person owning each end to end: architect, builder, vendor gatekeeper, closer.*

- Advised clients including **Netflix**, Lessen, AvAir, and Global Franchise Group on architecture, hiring, and scaling; delivered AI- and OCR-powered document processing platforms for legal and medical clients with mixed contractor and direct-hire teams

### Bestway (USA) Inc. — Principal Consultant, ERP & Integrations

Oct 2025 – Apr 2026

*Hired as a global manufacturer's sole Dynamics 365 Business Central developer to ship code — and built the entire engineering operation around it, designed to keep running after the engagement ended.*

- Shipped four production applications and extensions (warranty integration, API layer, telephony, data normalization) plus a Python operations toolkit, while resolving production incidents across payments, service orders, and telemetry
- Inherited a months-long backlog of failed warranty claims and drove it to zero — audited 46,884 service-invoice lines and built a resolution pipeline fuzzy-matching 4,055 manufacturer issue types; when the overseas manufacturer disputed receiving them, the audit proved 100% delivery — cited by the SVP of Operations
- Built the client's engineering operation from nothing: first-ever source control, CI/CD pipelines, development standards, per-extension docs with changelogs and test plans, UAT tooling, and telemetry
- Launched an SSO-secured developer documentation portal, auto-rebuilt from the repo by CI on every merge, that became the client's system of record for every custom extension in the environment
- Designed the integration architecture connecting the client's ERP to the manufacturer's global warranty platform — 26 production AL objects, 35 service-status codes distilled to 6 target states, sized for 150–250 claims/week with 100x headroom — and presented it to executive stakeholders
- Governed three external vendors: line-by-line code-acceptance audits against spec, source code recovered via Microsoft escalation, payment gated on delivery; turned an urgent executive escalation into production code in one week
- Left the client independent — structured turnover, runbooks, credential handoff — closing with a personal commendation from the SVP of Operations

**Tech:** Dynamics 365 Business Central, AL, Python, Azure DevOps, REST/OData, Microsoft Entra ID, Application Insights

## Senior Manager, Software Engineering – Ticketmaster (Live Nation)

2021 – 2024

*Order and inventory engineering for the biggest live events on earth – where launch day is non-negotiable.*

- Led the distributed order and inventory systems behind the Olympics, F1, and the O2 Arena, then opened that inventory to third-party ticketing services for international venues and events
- Opened four new business lines for the platform – hospitality, travel, merchandising, and upgrades – architecting and launching domains powered by acquisitions and strategic partnerships
- Brought AI-augmented workflows into development and QA ahead of the industry curve – a discipline later scaled into ClearPrice's engineering org of one
- Drove organization-wide adoption of Domain-Driven Design – creating and owning the company's first core business domains, Orders and Inventory
- Established OKR frameworks and KPI dashboards for executive reporting, and served on the Scaled Agile advisory committee shaping how the technology organization ran SAFe at scale
- Built and scaled engineering teams across NA, EU, and APAC – fully remote and hybrid pods – while rebuilding the hiring pipeline for higher candidate quality and faster time-to-hire

**Tech:** *Java, Python, Node.js, React, AWS, Kafka, Cassandra, GraphQL*

## Senior Manager, Digital Engineering – CSAA Insurance Group

2020 (role impacted by COVID-19)

- Led four independent cross-functional engineering business units – owning every customer-facing lead-generation platform, client portals, and the corporate web presence
- Set company-wide UI/UX standards and introduced BDD – moving the organization from instinct to evidence by aligning stakeholders, engineers, and QA around executable requirements
- Launched a software apprenticeship program to grow the company's own junior engineering talent

**Tech:** *React, Java, AWS, Adobe Experience Manager, Adobe Analytics*

## Senior Software Engineering Manager – Best Western Hotels & Resorts

2019 – 2020 (role impacted by COVID-19)

- Directed mobile and CMS development, and found \$1.5M in annual savings hiding in third-party contractor spend on data ingestion and reporting pipelines
- Rebuilt the technology investment and prioritization strategy across Best Western's tech organizations, grounding C-level decisions in hard data
- Consolidated fragmented analytics into timely, actionable business intelligence
- Cut new bugs 80% within 90 days by integrating BDD into QA

**Tech:** *React, Java, AWS, Swift, Android, Cucumber*

## Software Development Manager – Amazon

2016 – 2018

- Built and led the team behind Brand Registry – brand-protection services used by millions of people across hundreds of thousands of companies worldwide
- Developed SKU Central, collapsing what once took sellers 35 separate applications – 100+ data points and 70+ actions – into a single platform for contextual, high-confidence decisions
- Inherited a team three weeks from its first product launch and delivered – shipping to customers in time for the 2017 holiday sales cycle
- Stood up and scaled multiple distributed teams: a 12-person cross-functional engineering unit built from nothing in six months, and 13 engineers reorganized into three self-sufficient groups with dedicated scope and leaders
- Embedded BDD and automated QA so engineers, customers, and stakeholders shared one definition of done

**Tech:** *React, Node.js, Java, AWS, Redis*

## Senior Software Engineering Team Lead – Groupon

2014 – 2016

- Designed and deployed real-time analytics processing 200M+ events a day across digital and in-person channels
- Led a team of up to 16 engineers integrating with 7 engineering teams across 4 international locations – plus marketing and product – with budget ownership and C-level planning responsibility
- Delivered "Merchant Insights," a location-intelligence BI platform built for internal planning and sales, and good enough that Groupon offered it directly to merchants and partners
- Shaped Groupon's company-wide adoption of Presto as a founding Advisory Board member

**Tech:** Java, PHP, Node.js, Redis, Kafka, Hadoop

## Director of Software Engineering – Swarm Mobile (acquired by Groupon)

2014

- Invented and productionized an omnichannel analytics platform giving brick-and-mortar small businesses the user-event-level tracking that had been the privilege of e-commerce – millions of data points a day, five-nines availability, PCI-DSS Level 2 compliance
- Led technical due diligence through Groupon's acquisition, then drove the post-acquisition systems integration

**Tech:** PHP, Java, AWS

## Founding Partner & VP of Engineering – SYNRG Technology Solutions

2008 – 2016

- Co-founded an engineering services firm and led its 30-person cross-functional team for eight years – software, managed IT, and a 200+ server datacenter – serving SMB and enterprise clients including Wells Fargo

## SELECTED PROJECTS

### Vocal Booth (vocal-booth.app)

2026

*An AI vocal coach that hears what a human coach hears – built solo in three and a half months.*

- Built the full product: browser take-recording scored on pitch, timing, and dynamics with personalized AI coaching, powered by an ML pipeline for stem separation, lyric alignment, and pitch tracking on AWS Batch GPU Spot workers
- Engineered for near-zero idle cost – serverless, scale-to-zero AWS architecture – with prompt caching cutting LLM coaching cost per call ~85%
- Merged 621 PRs using the same multi-agent AI development workflow that powers ClearPrice

**Tech:** Python, TypeScript, AWS (Lambda, Batch, DynamoDB, Cognito), Terraform, Demucs, WhisperX, torchcrepe, Anthropic Claude API

### AI Workbench

2026

*Strategy sessions with AI deserve better than a scrolling chat transcript – so this renders them as living strategy documents.*

- Built a browser-based AI consultation platform – FastAPI/WebSocket backend, build-free JavaScript client – rendering live advisory sessions as structured documents: risk matrices, decisions, and action items, driven by three pluggable consultant personas
- Deployed dual-mode, local-first and AWS, and used daily to drive product and consulting strategy decisions – ~14K lines, 107 automated tests

**Tech:** Python, FastAPI, WebSockets, JavaScript, DynamoDB, Terraform, Docker, Anthropic Claude API

### Consulting Back-Office Automation

2026

*Billable hours shouldn't fund paperwork – so this practice's paperwork runs itself.*

- Automated the practice's time-and-billing back office: a scheduled Python pipeline over the Harvest and Microsoft Graph APIs drafts AI-written daily time entries, then generates and issues weekly invoices with expense reports – unattended

**Tech:** Python, Harvest API, Microsoft Graph, Anthropic Claude API, launchd