

DAN MCKINLEY

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SUMMARY

Proactive engineering leader, influential thinker, and a builder with a bias to ship.

EXPERIENCE

Fiasco Partners

remote

Partner

March 2024 - present

Keeping busy doing a few small consulting gigs and working on personal projects ([Braise](#) is something I put together end to end in the last year).

Mozilla Corporation

remote

VP of Engineering, Infrastructure

March 2020 - February 2024

Joined Mozilla as the first leader of its data team. Led a team of 150 across data science, data engineering, SRE, core services engineering, security, and IT.

- Built a systematic experimentation practice and platform. Increased the number of successfully completed A/B tests in a one year period from 10 to more than 300. As a result, important KPI's were demonstrably moved by product work for the first time in the company's history.
- Led the design of the company's overall goals with the CFO, successfully shifting behavior and outcomes. This work reduced the company's dependence on its primary strategic partner by ten percentage points of total revenue.
- Established a growth team that led to ROI ~neutral performance marketing for the first time in the company's history. This work drove all mobile Firefox growth in 2023.
- As head of security, advocated for and built an appsec practice to cover the needs of product work outside of Firefox.
- Shifted the company's operational approach from "pre-devops sysadmins" to a modern SRE model. Introduced continuous delivery, developer production access, and developer on-call. Updated and consolidated incident response.

Mailchimp

hybrid remote

Principal Engineer

July 2017 - March 2020

Acquired by Mailchimp.

- Proposed, designed, and built system to replicate 365,000 on-prem MySQL databases to BigQuery on a nightly basis. This reduced the latency for answering business questions from 3 months to 30 seconds, and made many new customer features possible.
- Used that system to execute the company's first A/B tests, establish a successful growth team, and satisfy GDPR/CCPA requirements.
- Made the quantitative case to leadership that the company should re-invest in transactional email, averting a strategic error.

Skyliner

Cofounder and CPO

remote

February 2016 - July 2017

Co-founded Skyliner, a “Heroku on your own AWS account” platform as a service. The product built on operational lessons taken from Etsy and Stripe, and found some committed users. AWS Codestar (now defunct) was a direct clone of this service. We were acquired by Mailchimp.

Stripe

Engineering

hybrid remote

December 2014 - January 2016

In a year at Stripe, pitched in on the data stack and built the first BI reporting at the company. Made improvements to service observability and deployment practice.

Simon Data

Engineering

remote

January 2014 - December 2014

Was on the founding team at Simon Data (then called Radico). Saw it through several pivots before moving on.

Etsy

Principal Engineer

NYC and remote

September 2007 - January 2014

Joined Etsy when it was a messy startup with less than 20 employees, and stayed on through 750.

- As a survivor from the original engineering team, spent the first years making scaling possible. This meant both the reliability of the system as it became a top-100 website, and the correlated problem of making a million lines of PHP spaghetti tractable for many new teammates building many new features.
- Part of the team that first shifted search from simple recency sorting to relevance. This was a deeply quantitative task that ultimately represented the most significant change to the business model prior to the IPO.
- Worked on nearly all features of the site. Notably, designed and built [activity feeds](#) which scaled to become the basis for the site’s experience in later years.
- Was the first person promoted to principal engineer at the company.

Capital IQ

Engineering

NYC

April 2003 - September 2007

Responsible for the server application’s overall architecture, supporting a development team of 75. Built a number of features in the web product, as well as a client/server Excel Addin in Win32/C++.

Various

Engineering Advisor

2010 - present

Consulted on topics such as continuous delivery, growth engineering, and architecture for **Medium**, **TrueCar**, **Simon Data**, and **Workforce AI**.

WRITING AND SPEAKING

Author of the widely cited [Choose Boring Technology](#). Other popular talks include [Data Driven Products Now!](#), [Egoless Engineering](#), and [The Push Train](#).

EDUCATION

Cornell University

BS, Computer Science

Ithaca, NY

1998 - 2002