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Top Skills

DevOps
Distributed Systems
Cloud Infrastructure

Languages

English (Native or Bilingual)
Spanish (Professional Working)
Farsi (Professional Working)

David D. Niaz, MBA

Engineering Leader | Scalable Systems Architect | Expert in SaaS,
Cloud, & Distributed Systems

Minneapolis, Minnesota, United States

Experience

The Winter Companies

2 years

Advisor

June 2024 - Present (5 months)

Founder/CTO

November 2022 - June 2024 (1 year 8 months)

Leveraging AI/ML Innovations to Transform the Marketing Landscape

- Designed and led the development of a distributed data marketplace platform processing millions of transactions daily. Implemented horizontal scalability, fault-tolerant systems, and optimized performance through AWS (EC2, RDS, Lambda), Redis for caching, and CI/CD pipelines.
- Spearheaded the launch of multiple services and sites, achieving rapid growth to 25,000+ monthly active users. Engineered automated marketing campaigns dispatching 1.5M+ personalized emails monthly.
- Integrated 500+ AI/ML-driven automations into infrastructure, products, and operations to enhance efficiency, eliminate manual processes, and implemented proactive user notifications when automation isn't possible, ensuring industry-leading uptime and reliability.
- Led a global, cross-functional team of engineers, project managers, sales experts, and marketers, driving alignment with company goals and mission. Developed data-driven strategies to enhance product offerings, optimize resource allocation, and drive revenue growth.

Logiq, Inc. (OTCQX: LGIQ)

2 years 3 months

Senior Vice President Of Engineering

January 2021 - November 2022 (1 year 11 months)

Logiq, Inc. enhances brand engagement and customer acquisition through data-driven consumer intelligence and advanced digital media strategies.

- Spearheaded the design and development of an ad-tech platform, scaling it to process \$2.5M/month and millions of requests using Laravel, PHP, AWS, and Cloudflare infrastructure with CI/CD and horizontal scalability.
- Directed a cross-functional team of 20+ engineers, product managers, and QA testers, implementing Agile methodologies to deploy 56 feature enhancements weekly.
- Engineered solutions for industry challenges like cookie-based tracking, securing high-revenue clients, and generating \$250K/month in new revenue.
- Implemented a proactive monitoring system with real-time alerts, reducing downtime by 35% and enhancing user experience.
- Led technical strategy and vision, aligning with business goals to create a robust, scalable, and high-performing platform.

Vice President Of Engineering

September 2020 - January 2021 (5 months)

ConversionPoint Technologies

3 years

Vice President Of Engineering

April 2019 - September 2020 (1 year 6 months)

Minneapolis, Minnesota, United States

- Architected a new tracking system leveraging Databricks, JavaScript, and Tableau, generating \$500K in monthly recurring revenue within 3 months of launch.
- Developed new features and enhancements for the in-house “Driveby” platform, processing \$4-5M per month, increasing monthly revenue by 20%.
- Led and optimized a high-performing offshore team of six Romanian developers, ensuring output met company standards and seamless cross-timezone collaboration.
- Collaborated with C-Suite to identify and execute technical opportunities, prototyping innovative solutions, leading to a new product offering targeting direct data buyers.
- Developed robust software solutions by analyzing needs, studying workflows, and following the software development lifecycle.

Senior Software Engineer

October 2017 - April 2019 (1 year 7 months)

Minneapolis, Minnesota

ConversionPoint Technologies Inc., a merger of 3 successful companies now with offices in California and Minnesota, is a high-growth, eCommerce

technology company that empowers direct-to-consumer performance marketing.

The Company's proprietary eCommerce platforms enable high-volume product sales across multiple consumer verticals. Its technology suite includes a media optimization solution that uses machine learning to optimize ad purchases and lower customer acquisition costs, and a CRM that provides a robust payment processing and customer data management platform. An integrated post-purchase customer management platform automates product delivery and customer re-marketing, and improves sales campaign ROI. The Company also offers its technology platform to other eCommerce companies, generating SaaS-based recurring revenue in addition to product subscription revenue.

Comparatio USA

3 years 1 month

Software Engineer / Project Manager

June 2016 - August 2017 (1 year 3 months)

Saint Louis Park, MN

- Developed a web framework built with Yii, HTML5, PHP, JQuery, CSS and MySQL that serves as the core of the company's largest projects and is used by all developers, based on Object-Oriented and MVC design patterns
- Served as architect utilizing the Yii framework to build: order management system/inventory management system, server monitoring system, time management system
- Developed a dynamic business intelligence dashboard that provides real time charts and grids via PHP and AJAX that helps auto shop managers analyze sales, trends, and productivity
- MySQL - Utilize both raw SQL (reports) and Yli ActiveRecord (application functionality) to perform data operations
- Used Javascript, AJAX, and CSS to build modern, dynamic and responsive front ends that update in real time
- Delivered all projects up to latest security standards and encryption protocols including PCI, SSL, Cross-Frame, Scripting and Blind SQL Injection
- Deployed applications on Amazon Web Services (AWS), ensuring scalability and reliability as user adoption grows
- Collaborated with the client to determine requirements, imported them to our project management tool, converted to detailed functional specifications for developers, and set milestones by module to manage

development

- Developed and established Agile development within the development team which resulted in increased developer and client satisfaction
- Led a team of five engineers across 8+ projects, serve as SCRUM master, responsible for code reviews and optimization to deliver to company standards, as well as serve as the go to technical resource for guidance and overcoming difficult technical problems

Software Engineer

May 2015 - June 2016 (1 year 2 months)

Saint Louis Park, MN

Lead initiative to modernize & simplify software products

Research emerging design trends and technologies to provide a cutting edge user experience

Work with clients to understand their business and needs in order to build a complete software solution

Design standard templates for use in manuals and guides for use company-wide

Complete extensive testing on software using custom procedures and documents

Software Development Intern

August 2014 - May 2015 (10 months)

Saint Louis Park, MN

EDI System - Developed a front end system used to transfer data between businesses

Develop custom, responsive HTML5 applications for small-medium sized businesses

Research new technologies & develop using the latest tools such as Bootstrap & Yii

Lead initiative to modernize & simplify software products

Research emerging design trends and technologies to provide a cutting edge user experience

Work with clients to understand their business and needs in order to build a complete software solution

Design standard templates for use in manuals and guides for use company-wide

Complete extensive testing on software using custom procedures and documents

SunGard Financial Systems
Software Development Intern
June 2014 - August 2014 (3 months)
Hopkins, MN

- Upgrade existing banking software using modern technologies (HTML5 & AngularJS) while utilizing and updating the existing Java back-end
- Develop a new, modern user interface for navigating the software
- Create and follow a development plan to track and maintain progress on projects
- Work with business analysts to determine ways to improve the product

Best Buy
Mobile Sales Consultant
September 2010 - September 2013 (3 years 1 month)
Minnetonka, MN

Education

University of Minnesota - Carlson School of Management
Master of Business Administration - MBA

University of St. Thomas
Bachelors, Computer Science & Music Minor