George L. Roots

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Engineering leader with 15+ years architecting scalable distributed systems and building high-performing cross-functional teams. Proven track record leading multi-disciplinary orgs through zero-to-one builds, complex platform migrations, and real-time AI product rollouts. Skilled at bridging business strategy, developer velocity, and rigorous engineering culture.

WORK EXPERIENCE

Sr. Engineering Manager | SalesAI | *April 2025 – Present*

- Led 11-13 engineers, QA, and designers through a 6-month full-stack rebuild of the company's core AI sales platform, delivering 30 microservices and a React 19/Next.js 16 frontend
- Architected event-driven distributed system with Cloud Pub/Sub async processing, MySQL/Redis consistency patterns, and auto-scaling infrastructure (Terraform/Terragrunt across 42 GCP modules)
- Shipped low-code workflow automation platform enabling non-technical users to build complex sales sequences with visual drag-and-drop builder, 9 step types, and 7-way call outcome routing
- Established engineering velocity practices including NX monorepo (40+ projects), auto-generated TypeScript API clients, 18 CI/CD pipelines, and enforced 70% test coverage
- Integrated OpenAI GPT-Live for real-time voice AI, launched conversational SMS as a second AI channel, and shipped automated data extraction, expanding platform to multi-modal AI engagement
- Partnered cross-functionally with product, design, and customer teams to translate business goals into shipped features across CRM integrations (HubSpot), telephony (Twilio), and real-time AI agents (LiveKit)

Engineering Manager / CompanyCam June *2022- Aug 2024*

- Collaborated with product team to forecast and deliver value to the business
- Managed communication and growth teams at CompanyCam, overseeing the development of a new notification system for over 200k customers
- Led feedback cycle with engineers, performing regular 1:1s, semi-annual and annual reviews with reports discussing practical ways for engagement and improvement
- Define and drive the team's goals, strategy, and roadmap, delivering improvements and innovation to the primary CompanyCam application
- Assisted in the advancement of direct reports in professional growth, leading to promotions in the company
- Spearheaded talent acquisition and retention strategy; scaled the engineering org by 20% and established a clear career ladder that resulted in 3 internal promotions to Lead levels.
- Took a team that struggled to hit deadlines into going a year without missing one
- Founded and led company-wide quarterly hackathon, driving 3 proof-of-concept features into production roadmap.

Senior Data Engineer / CoreBT Sept *2021- June 2022*

- Created scripts for data cleansing and ETL into Snowflake/Snowplow to manage/predict if a city's ACH payments were valid, delayed, or invalid to prepare data for analytics and machine learning
- Built a Python based API, set up polling, and used Open Telemetry/Grafana to visualize the results

VP of Engineering / InternX Feb *2019- March 2022*

- Managed a team of engineers, QA, PM, and designers on feature SaaS based work
- Managed core projects for an online interview platform and applications with users including Harvard and Georgetown and Purdue.
- Architected and executed a rapid, three-month transition from an in-person business model to a fully digital platform, **ensuring continued access and opportunity for students and universities during the pandemic**
- Facilitate decision-making, drive consensus, set the technical strategy for the team

Sr Frontend Engineering Manager / UpperHand Aug *2018*- Aug *2019*

- Worked with engineering managers and product owners to align product development across engineering department
- Create/Managed processes to increase developer productivity including adding Prettier and a component library to the workflow
- Architected a strategy that achieved a 75% refactor of 5-year-old product by adding 3P integrations into the component library limiting the impact of outdated code

Sr Frontend Developer / Costello Aug *2017*- Aug *2018*

- Developed page layouts, navigations and presented designs and concepts to the clients and the management review
- Performed requirements gathering, analysis and design and documentation Manages a repository of re-usable data visualization templates and views.

Sr Full Stack Developer / USA Football Apr *2015-Aug 2017*

- Built UI elements within React structure that consumes API to display data
- Helped to create CI/CD development environment for API release and updates
- Assisted in creating middleware plugins that consumed headless CMS API

SKILLS AND COMPETENCIES

- Leadership & Strategy: Org Design, Agile/Shape Up, Technical Roadmapping, Mentorship & Performance Management, Cross-Functional Alignment
- Architecture & Cloud: Distributed Systems, Microservices, Event-Driven Architecture, GCP, AWS, Terraform, Docker, Redis
- Full-Stack & AI Systems: React 19 / Next.js, TypeScript, Node.js, Python, Java Spring Boot, REST/gRPC, LiveKit, OpenAI API/LLM Integration

CERTIFICATIONS:

- **AI Product Manager**, IBM *December 2024*
- **AI Essentials**, Google *November 2024*
- **Data Analysis and Visualization with Python,** Microsoft January 2025
- **Python for Data Science, AI & Development,** IBM January 2025

EDUCATION

Purdue University, West Lafayette, School of Technology *December 2004*
Bachelor of Science in Computer Graphics Technology, focus in Interactive Multimedia