

# Rob McLaughlin

Senior engineering leader with 10+ years experience delivering high-scale consumer web platforms and 5+ years leading, coaching, and scaling engineering teams. Leverages GenAI + AI coding assistants to accelerate delivery, improve code quality, and scale documentation/review practices.

Austin, Texas  
(225) 288-8723  
[robmclaughliniv@gmail.com](mailto:robmclaughliniv@gmail.com)  
[LinkedIn](#)  
<https://robmclaughlin.in/>

## EXPERIENCE

### RedVentures, Austin, TX - 2016-present

#### Senior Engineering Manager

September 2019 - PRESENT

- Lead engineering delivery and technical strategy for revenue-critical platforms serving **10–20K daily users and millions of monthly sessions**, supporting **~5–6 feature releases per day** under strict SLA requirements.
- Manage and develop **2–10 direct reports** (junior through senior engineers), with broader influence across **~20 engineers**, contributing to approximately **\$30M in annual EBITDA**.
- **Facilitated numerous engineer promotions** across career levels by establishing clear growth plans, coaching frameworks, and performance calibration; targeting additional promotions this year.
- Direct cross-functional execution with Product, Design, Analytics, QA, and Business stakeholders to translate business goals into executable engineering roadmaps.
- Guide teams through organizational and talent transitions during partnership scale-downs, maintaining delivery velocity, morale, and technical quality.
- Own sprint planning, capacity modeling, and delivery forecasting based on team velocity; lead retrospectives to continuously improve processes and outcomes.
- Oversee deployment, change management, and post-release monitoring, enabling rapid incident response and fast-follow releases.

#### Technology & Platform Leadership

- Provide architectural oversight for **AWS-based infrastructure**, including **ECS containers, S3 static content, server-side caching**, and CI/CD pipelines.
- Lead development of **Next.js / React** applications operating across mixed environments (internal AWS and partner-managed Azure infrastructure).

## SKILLS

**Languages:** JavaScript, TypeScript, HTML, CSS, PHP

**Frameworks & Libraries:** React, Next.js, Vue.js, SASS

**Backend & CMS:** Laravel, WordPress, Python/Django

**Cloud & Infrastructure:** AWS (ECS, S3), Azure (partner-managed), CI/CD (CircleCI)

**Methodologies:** Agile / Scrum, Continuous Delivery, Cross-Functional Collaboration

**Leadership:** People Management, Career Development, Technical Strategy, Stakeholder Alignment

#### AI / GenAI /Agentic tools:

- ChatGPT (prompting for specs, debugging, test plans, docs)
- GitHub Copilot / Cursor (pair programming, refactors, multi-file changes)
- Prompt engineering (structured prompts, eval mindset, guardrails)
- AI-assisted code review & documentation workflows

- Coordinate QA and testing efforts with external partners to ensure release quality and platform stability.
- Introduced AI-assisted engineering workflows (Copilot/Cursor + structured prompting) to speed up implementation + reduce review cycles, improving team throughput while maintaining quality.
- Standardized AI-supported code review + documentation practices to reduce knowledge silos and improve onboarding.

#### Additional Leadership

- **AI Champion** for team and organization-wide AI champions group.
- Co-organized Red Ventures' first AI hackathon in several years: **20 projects delivered in a 3-day event**, supported by **\$6K in prizes**.
- Grew organizing committee from **2 to 12+ members**, delivered AI workshops to hundreds of employees, and created a reusable framework for future hackathons.
- Several hackathon projects advanced to production consideration.

#### *Sr. Front End Engineer*

October 2016 - September 2019

- Progressed from mid-level engineer to senior engineer and hybrid IC/lead role.
- Architected and delivered scalable front-end solutions that contributed to **\$70M+ in revenue impact**, including major enhancements to **CreditCards.com**.
- Led end-to-end feature development: requirements, design, implementation, testing, and deployment.
- Mentored junior and mid-level engineers, providing technical guidance and raising overall team quality.
- Facilitated Agile ceremonies, including sprint planning and retrospectives, to improve delivery predictability and team collaboration.

#### **Andrew Harper, Austin, TX - 2010-2016**

- Joined as an intern and transitioned to full-time web developer.
- Served as primary front-end developer for a luxury travel platform at a **\$5–6M annual revenue** company.
- Delivered full-stack features using **Python/Django**, collaborating closely with business and editorial teams.
- Improved site performance, usability, and content workflows in a small, fast-moving organization.

#### EDUCATION

##### **Full Sail University, Orlando, FL**

BS Digital Art and Design

2007 - 2009

##### **Louisiana State University, Baton Rouge, LA**

2006 - 2008