

David Hodge

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Experience:

Stripe, Issuing Engineering Lead January 2019 - Present

- I manage the engineering team responsible for Stripe Issuing. <https://stripe.com/issuing>

Nikola, Founder / CEO April 2017 - Present

- Created an iOS application for Tesla vehicle owners interested in understanding their vehicle usage. (NikolaApp.com)
- As the sole founder and engineer, I built the Nikola server infrastructure with Python, Tornado, and MySQL and the client with Objective-C and Swift.
- Launched Nikola version 1 in January 2018 and reached breakeven two months later.

Startup Angel Investor January 2014 - Present

- Various consumer software, enterprise software, and aerospace investments.
- Assisted portfolio companies with hiring, operations, fundraising, and M&A.
- One investment was acquired by Google and the other investments have received significant follow-on funding and have continued to grow.

Apple, Engineering Manager – Maps App (iPhone, iPad, Apple Watch, OS X, & CarPlay) February 2015 - May 2016

- Promoted to manage three engineering teams totaling 25 people. Responsible for the client engineering of the Maps Application on all Apple platforms.
- Recruited and grew a diverse, cohesive, talented, and productive engineering organization.
- Completed software convergence and successfully shipped multiple Maps App releases on time as a part of Apple's software release process. Duties included driving engineering discussions, establishing quality standards, establishing bug screening procedures, lobbying for changes in high level "Bug Review Boards" with senior leadership, and making tough calls to ship high quality software releases on time.
- Pitched, presented, and demoed the Apple Maps Public Transit feature-set to Maps leadership, all of iOS engineering, and eventually Apple Senior VPs. After our engineering work as completed, my script for the last internal demo was repurposed for use in the introduction of the Transit feature on stage at Apple's WWDC 2015.
- Among other features, we shipped Transit and Nearby. We also brought Maps to Apple Watch.
- Apple Maps support for Public Transit on iOS, OS X, and Apple Watch launched to critical acclaim. This successful release represented a significant turnaround for Apple Maps.

Apple, Engineering Manager – Maps App (iPhone & iPad) July 2014 - February 2015

- Promoted to manage an eight person client engineering team responsible for Apple Maps on iPad and iPhone.
- Gained responsibility for most iOS Maps App features and retained my "Transit Client" and cross-functional responsibilities.
- Facilitated key technical decisions with peer engineering teams ranging from routing algorithms to data acquisition, data updates, and rendering requirements.
- Lobbied for and organized frequent field-testing trips for engineering teams to distant markets to shake the Apple Maps organization of the "it works in Cupertino" mentality. This had the added benefit of instilling the idea that QA isn't just for the QA team.

Apple, Engineering Manager – Transit Client (iPhone & iPad) August 2013 - July 2014

- Integrated the acquired Embark team into the Apple Maps group. Retained the entire acquired team beyond Transit launch in 2015.
- Managed a four person client engineering team responsible for the Transit feature in Apple Maps on iPad and iPhone.
- As the transit client "DRI" (Directly Responsible Individual), I was also charged with driving a cross-functional set of teams to deliver the Transit feature to Apple's platforms. This role required a deep understanding of the underlying data and extensive coordination with the services, cartography, frameworks, data, and marketing teams.
- Along with completing engineering deliverables, my team advocated within the Apple Maps group for the user-experience and data requirements for a successful public transit feature.
- Iterated heavily with the Human Interface and Cartography teams at Apple to converge on the right designs for the Transit feature-set. In the process, I was also able to bring my knowledge of the underlying transit GTFS data to

design discussions to make sure the designs were “data-practical” and would stand on their own in real world situations.

- Successfully lobbied for Apple to change the Transit market strategy from “Shallow & Wide” (many markets at low quality) to “Deep & Focused” (fewer markets at higher quality) in order to build a higher quality product consistent with company values and user expectations. Leadership came around to the idea that it would be easier to expand a successful product than to fix a widely-deployed unsuccessful one.

Embark, Founder / CEO

June 2008 - August 2013

- With the launch of the App Store, we founded Embark to make it easier to get around cities on public transit using mobile phones.
- As the founding engineer, I built Embark version 1 with Objective-C and submitted it to the App Store six weeks after the App Store went live. Within weeks of our launch, we found ourselves with tens of thousands of users.
- Hired and led a five person engineering team to build subsequent global-scale versions of Embark that we launched in thirteen major metropolitan regions.
- Raised \$1M from BMW, Y Combinator (S11), SV Angel, Lowercase, Deutsche Telekom, and others.
- Oversaw the construction of a scalable pipeline to take in agency-provided GTFS Transit data, fix data deficiencies, and output world-class public transit Apps ready for the App Store.
- After the launch of Embark NYC, Embark received awards from the MTA and NYC Mayor Bloomberg for being a top NY Transit App in the “MTA App Quest” and “NYC Big Apps” competitions.
- Embark attracted millions of downloads and helped guide transit riders on over two hundred million trips on public transit.
- Embark was praised in The Wall Street Journal, New York Times, Forbes, The Atlantic, Wired, Ars Technica, TechCrunch, GigaOm and The Gothamist and seen in national TV broadcasts in iPhone commercials.
- In August of 2013, we sold Embark to Apple. I negotiated the acquisition and was able to bring the entire Embark team to Apple.

Education:

University of Southern California

May 2011

- B.S., Computer Science & Business Administration
- Received a four year academic scholarship covering 80% of tuition
- 2010 USC Student Innovator of the Year Award (A University-wide award)
- President of USC Association For Computing Machinery (The Computer Science Student Organization)
- TA for USC’s first iPhone Development Course (One of the first in the country)
- USC Viterbi School of Engineering Dean’s List
- Highest placing Sophomore in Fall 2008 and highest placing freshmen in the Fall 2007 ‘USC Programming Contest’ (4th overall)
- Triathlon team