

# Chris Selmer

## Ruby on Rails and Product Engineering

cselmer.com | chris@cselmer.com | linkedin.com/in/cselmer | Remote - US East Coast

Software developer with nearly 20 years of Ruby on Rails experience and a background in consulting and engineering leadership. Combines hands-on development with product judgment and experience leading teams and running a consulting business. Available for hands-on engineering roles and consulting projects.

## Experience

### Adwave

October 2024-Present

*Chief Technology Officer*

Joined a pre-revenue startup to lead engineering and technical strategy for an AI-assisted advertising platform.

- Selected Ruby on Rails 8 for a rewrite of the Node.js/React application and rebuilt a globally distributed engineering team; the team reached feature parity in under a month.
- Built a PR review and release workflow to address a backlog of more than 25 pull requests, combining AI review agents, preview environments, Playwright screenshots, code owners for sensitive areas like billing, and smoke-tested releases with rollback on failure. PRs stopped sitting for weeks.
- Established shared skills, documentation, and workflows across coding agents, enabling engineers to use common project guidance while choosing their preferred tools.
- Designed real-time communication foundations for ad-generation updates and conversational ad editing, and implemented AnyCable infrastructure on Render.

### Verumex

August 2021-September 2024

*Vice President of Engineering*

Data platform for commercial real estate investment, asset management, and investor reporting. Acquired by Chatham Financial in 2024.

- Led a distributed team of five web engineers, introducing weekly planning and estimation and translating broad product requests into well-defined implementation tasks.
- Profiled and fixed memory bottlenecks in rent-roll exports, changing libraries and streaming files instead of loading them whole. Large exports that had crashed background workers completed reliably.
- Designed an email-ingestion system using Action Mailbox and built its initial foundation, enabling client email submissions and reducing manual CSV uploads by the services team.

**CSELMER LLC**

July 2015-Present

*Full-Stack Ruby on Rails Developer / Consultant*

Completed dozens of freelance projects for startups and established companies, primarily with Ruby on Rails. Work includes building products, improving existing software, and advising clients on technical decisions.

**Intridea Inc.**

October 2007-June 2015

Ruby on Rails consultancy serving early-stage startups through Fortune 500 companies. Joined as a Rails Engineer and advanced to Senior Partner.

- Ran the consulting business of the 50-person company.
- Helped grow company revenue to \$7 million. Intridea earned a place on the 2011 Inc. 500.
- Worked as an engineer, architect, team lead, project manager, and client contact on Ruby on Rails and mobile projects.
- Handled and oversaw company operations including budgeting, payroll, hiring, and HR.
- Hired a successor CEO in 2014.
- Spoke at Ruby and Rails conferences in the US and abroad.

**Unlikely Ventures**

January 2012-May 2015

*Partner*

Incubated and invested in technology companies, including Divshot, Intridea, MyEnergy, Scalr, and Socialspring.

**Earlier Experience****The George Washington University**

June 2005-October 2007

*Academic Applications Specialist*

Led a small team building ColdFusion and Rails applications supporting classroom environments.

**University of Maryland, Baltimore County**

July 2002-June 2005

*Web Developer, CHPDM*

Developed ColdFusion web applications for healthcare data collection and reporting at the Center for Health Program Development and Management.

**Antharia**

2000-2002

*Web Developer*

Introduced scripting languages and open-source databases to expand the company's capabilities into dynamic web applications.

**Better Endeavor LLC**

January 1998-October 2007

*Founder and Principal*

Founded a web consultancy providing PHP and ColdFusion development for small businesses, nonprofits, and educational institutions.