

DOUG GAFF

Technology Executive • Startup Advisor • Executive Coach

gafftek.com • [LinkedIn](#)

ADVISORY FOCUS

I advise pre-seed through growth-stage startup founders and executive teams on product-market fit, product-led growth, engineering organization scaling, and building a durable technical moat. I also provide executive coaching for senior technical leaders. My advisory work draws on 25+ years of hands-on engineering leadership, including executive roles at three hyper-growth companies that each surpassed \$100M ARR and achieved \$1B+ valuations.

KEY QUALIFICATIONS

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| <ul style="list-style-type: none">– Scaled 3 engineering orgs to 50–150+ engineers– Executive leadership at \$100M+ ARR companies– Deep product-led growth experience– Hardware + SaaS cross-domain fluency | <ul style="list-style-type: none">– Multi-tiered management structure design– Agile process implementation at scale– Startup founder and bootstrapping experience– Executive coaching and leadership development |
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ADVISORY & COACHING

GaffTek LLC

2021–Present

Founder — Startup Advisor & Executive Coach

- Advising pre-seed, seed, and growth-stage startup founders on product strategy, engineering scaling, and organizational design.
- Executive coaching for CTOs, VPs of Engineering, and senior technical leaders navigating hypergrowth challenges.
- Advisory focus areas: product-market fit, product-led growth, engineering org scaling, and building a technical moat.

EXECUTIVE EXPERIENCE

Zapier • San Francisco, CA (Remote)

2019–2021

VP of Engineering

- Scaled engineering/data/security organizations to over 150 engineers and leaders.
- Implemented a Zone-Team multi-tiered org structure, including building out a Director layer.
- Drove engineering process maturity and organizational design across distributed teams, including building an advanced capacity and initiative planning model.

Bose Corporation • Framingham, MA

2018

Head of Software, Automotive Division

- Led software engineering for Bose's automotive audio and noise management product lines.
- Managed firmware, embedded, and application software teams delivering to OEM automotive partners.

InVision • Boston, MA (Remote)

2016–2018

VP of Engineering, Core Products

- Responsible for InVisionApp web prototyping, iOS and Android applications, Craft plugins, and Design Systems Manager.
- Grew engineering team from 30 to 90+ engineers across 14 teams.
- Revamped 6-year-old legacy product with a scalable microservices backend architecture.

SimpliSafe • Boston, MA

2014–2016

VP of Engineering

- Built a 50-person engineering organization (ME, EE, Firmware, DevOps, QA, Web, Mobile) supporting a \$175M ARR business.
- Led development and launch of next-generation security system comprising 12 distinct hardware products.
- Built consumer IP camera product, end-user API, and integrations with Alexa, Nest, and IFTTT.

National Public Radio (NPR Digital Services) • Boston, MA 2009–2014

Interim VP / Senior Director of Product & Technology

- Ran NPR Digital Services division (30 staff, \$3M budget) during leadership transition; built 5-year plan securing \$8M in funding.
- Built 25-person product and technology organization; introduced Scrum/Kanban, BDD, and CI processes.
- Managed 20 SaaS/PaaS products deployed to 365 NPR member stations, including audio streaming and content API product lines.
- Established NPR’s open source strategy and contribution process.

EARLIER CAREER

CourseBuilders • Boston, MA

2008–2009

Co-Founder & CTO

- Co-founded edtech startup; architected SaaS digital textbook publishing and collaboration platform.

Wind River Systems • Canton, MA

2000–2009

Senior Engineering Manager

- Founded the Eclipse DSDP open source project; grew to 7 sub-projects with 40 developers from 12 companies.
- Served on the Eclipse Board of Directors; led EclipseCon 2008 Technical Program Committee.
- Designed and managed Wind River’s open source contribution strategy in the Eclipse community.

Arc Second, Inc. • Dulles, VA

1994–2000

Director of Engineering & Technology → Embedded Software Developer

- Built and led embedded software and application engineering teams for real-time digital modeling and surveying instruments.

DOMAIN EXPERIENCE

| Industries | Technologies |
|---|--|
| Workflow Automation & Low-Code • IoT & Consumer Electronics • Automotive Audio • Digital Media & Public Radio • UX & Design Tools • Digital Learning & EdTech • Metrology & 3D Modeling • Embedded Software Tools | AI • AWS & Cloud Infrastructure • React, Node.js, Python, Go • iOS & Android • Bare-metal C, RTOS • Microservices Architecture • CI/CD & DevOps • Consumer Hardware (EE, ME, Firmware) |

EDUCATION

M.S. Electrical Engineering — Virginia Tech, 1995

B.S. Electrical Engineering, Mathematics Minor — Virginia Tech, 1993