Michael C. Brook

Senior Full-stack Developer & Designer

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Summary

Veteran full-stack developer with over 20 years of experience working in every aspect of the technology stack, with an emphasis on web technologies and delivery. I am able to take a very rough idea and turn it into a money-making product quickly, with the ability to operate very fluently across all aspects of the stack, including frontend, backend, databases, servers and infrastructure, etc. I am also very skilled in high-end product design, UI/UX work, and product architecture. I have also been at the forefront of advances in AI, and have several years of experience building AI-enabled products. If you need a many-hats kind of guy, I'm your person.

Technical Skills

- HTML
- CSS & CSS preprocessors
- JavaScript / Node.js
- React & other reactive frameworks
- PHP
- SQL (e.g. MySQL, SQL Server, etc.)
- NoSQL (e.g. MongoDB)
- Snowflake
- MERN stack (MongoDB, Express.js, React, Node.js)
- LAMP stack (Linux, Apache, MySQL, PHP)
- Serverless stacks
- Linux & Unix servers
- AWS, Azure, DO, Rackspace cloud
- Shell scripting (e.g. Bash)
- Version control systems (e.g. Git)
- CI/CD pipelines
- C / C++
- Java
- Mobile app development (Apple & Android)
- REST & GraphQL API architecture
- Responsive UI/UX
- SSO, SAML, and OAuth authorization schemes
- Data pipelines & event streaming (e.g. Kafka)
- Message queue systems (e.g. RabbitMQ, BullMQ)
- In-memory data stores (e.g. Redis)
- **AI applications (*see below*)**

AI Applications

- Computer vision
- Vector databases & searching
- Data autofill using AI
- Code generation for low-code tools
- Structured agentic workflows
- Field and pattern matching
- Prompt-driven image generation
- Unstructured to structured data

Professional Experience

Co-founder & Product Lead @ Pitchly

Jan, 2015 – Sep, 2025

My time at [Pitchly](#) was long and marked with great successes. I co-founded the company with a business partner who operated the sales and financing side of the business, while I built and led the entire product development side of the business. Pitchly, as an offering, helped financial services firms, law firms, and customers in other regulated industries turn their existing structured data into repeatable designed content at scale, primarily for the purposes of generating pitchbooks and proposals.

I built the entire first three versions of the product until we reached product-market fit and then raised venture capital. Over the years, we had raised over $12M in venture capital, grew the business to over $2M in Annual Recurring Revenue, and grew the company to nearly 20 people. My team ultimately grew to 7 people in engineering, but I remained a leader-doer throughout the entirety of my time at Pitchly.

During my time with Pitchly, I developed many highly sophisticated products and systems for accomplishing different tasks. For example, I built our Data Studio product, which allowed customers to upload their own data to our proprietary spreadsheet/database interface (similar to that of Airtable or Smartsheet). Included in the Data Studio were features such as AI formulas, which allowed customers to automatically fill mass amounts of data at scale using AI.

I also built Pitchly's in-app content and pitchbook designer, mimicking many of the same design tools of PowerPoint but with the special ability to inject dynamic data fields into the customer's designs.

One particularly proud accomplishment, however, was our integrations system, which we fondly called our "Integrations Engine." This was a low-code integration builder that allowed ourselves and customers to create their own data integrations with our Data Studio product by simply providing the minimum code necessary to make specific API calls. Our system would handle all the authorization, access token rotation, polling, syncing, etc. The process to build an integration was similar to how one would build an integration with Zapier. I later enhanced this system to also allow customers to use AI to write their integration code for them, effectively becoming the first service of its kind to be able to create an entire integration, from start to finish, automatically on its own using AI.

I also created a novel method for proxying data from a SQL database without copying any of the data, a significant benefit when working with those in regulated industries. For this invention, I was awarded two patents: [US-11106823-B1](#) and [US-11645421-B2](#).

Finally, I also helped guide our product to become SOC 2 Type I & II compliant, as well as GDPR compliant, which ultimately allowed us to close many of the top firms in the industry, including Barclays, Raymond James, BDO, Lazard, Moelis, EF Hutton, Mizuho, Cooley, and Wachtell.

Principal Consultant @ Morelity

Mar, 2015 – Oct, 2016

Morelity was a big data startup in Des Moines that was spun out of a mortgage company called Gooi Mortgage. The mortgage company was looking for better ways to reach their customers, and I helped them create a product that used predictive analysis to identify new potential customers in their target market and deliver that insight via an online dashboard. The product then became commoditized and the decision was made to resell the solution to other banks and credit unions across the Midwest.

I solely developed and delivered the initial product, but then helped the company rapidly assemble a technical team of 6 to carry on further development, including three data scientists, two backend/system administrators, and one frontend web developer. I worked hands-on with all members to guide the company to product-market fit.

The company became revenue-positive within just 3-4 months from initial conception. I also played an active role in sales and product evangelism by meeting with executive leaders at banks and credit unions across the Midwest, which led to the expansion of the company's client base in four states, Minnesota, Kansas, Nebraska, and Iowa.

Full-stack Web Developer & Cloud Admin @ Shift Interactive

Oct, 2014 – Jan, 2015

After moving to Des Moines from California, I joined a company called Slash/Web Studios, owned at the time by Gabe Glynn, now the founder of MākuSafe. Slash/Web was acquired during my time there by another web development company called Shift Interactive.

I did the standard work of a developer at a web development firm and worked on clients' websites. Some of those clients included Nationwide, Wellmark, Remax, Liberty Ready Mix, etc. I helped build and maintain these websites and their CMS systems, many of which were built with MODX or Wordpress.

Quickly, though, I had developed a reputation within the organization for being the guy who could solve hard problems, and I found myself being put on tasks that no one else could solve, such as complex scaling and performance issues, servers repeatedly crashing,

or security holes that could lead to vulnerabilities. Because of this, I often ended up working on backend systems or infrastructure.

Personal Projects & Early Development

- **Songtwist** 2012 - 2014
  A music service for independent artists. Work included building audio and image transcoding pipelines, distributed task queues, file deduplication systems, Facebook login, automated email notification systems, REST APIs for its iPhone app, and [open source packages](#), including a file upload library called [jquery-simple-upload](#) and an audio-to-waveform converter similar to those used on SoundCloud. My file upload library has been used by several enterprises, including Kaiser Permanente.

- **BluePlaylist** 2010 - 2012
  An all-you-can-eat on-demand music streaming service, equivalent to Spotify today. Rated as one of the top five music services globally in its time, it had amassed nearly half a million users worldwide across web, Android, and Blackberry in an extremely short period of time. Features I built into the product, such as remote playback, personalized recommendations, and playlist sharing all became standard in future music services and helped shape the future of online music streaming.

- **Actus Group** 2010
  I was hired by an investment firm in San Jose called the Actus Group to develop an online bidding platform that allowed users to bid on tickets for concerts, sporting events, movies, and theme parks. I was hired as a full-stack web developer and built the entire first version of the product, later joined by former Ebay engineers and computer scientists. My most notable accomplishment was building a Natural Language Processing (NLP) algorithm that allowed customers to search for movies via text message, accurately judging their distance from movie theaters using strategies such as geospatial search.

- **TalkAddict** 2009 - 2010
  As a passion project, I developed a social media aggregation service that allowed users to read and post to all social media platforms at once through a single interface. The service also had a communication forwarding feature, which would automatically detect whether the user was active on their computer based on their status on popular instant messaging platforms, and if not on the computer, would forward IMs and emails to users via SMS, since smartphones were not yet prevalent. I also published resources online and became globally recognized as a resource for other developers learning how to integrate instant messaging into their applications, and I was paid by some enterprises to provide one-on-one mentorship to their developers to teach them how to integrate instant messaging.

- **Various Projects** 2006 - 2015
  In the beginning of my career, I developed and maintained many different websites, including those in retail, education, hazardous waste management, construction and restoration, accounting, and more. One such retail website I created generated more than $45K in sales in 18 months with little prior traffic. For most of these projects, I had developed custom content management systems that allowed customers to fully manage their own website after project completion. In 2015, I also developed the official Iowa Straw Poll website/app, which was advertised on TV news stations and newspapers across Des Moines and endorsed by Hillary Clinton leading up to the 2016 U.S. Presidential Election.

Visit https://michaelcbrook.com/portfolio to see a full list of all my projects.

Education & Affiliations

B.A. Legal Studies @ University of California, Santa Cruz

One of the first undergraduate law and justice programs in the country that remains among the largest programs of its kind within the University of California system.

Class of 2012

Member of the Forbes Technology Council @ Forbes

The Forbes Technology Council is an invite-only community of vetted technology leaders and professionals who are trusted to share their expertise publicly on Forbes.com.

Since 2018

Personal Interests & Hobbies

Like in my career, my personal interests are very diverse. I like to ice skate (I played hockey for 11 years), I'm a former racecar driver, and during my free time, I enjoy drone flying, photography, video editing, racquetball, and spending time with my two-year-old son.

I consider my profession not just a science but an art, and I take great pride in everything I do, from my hobbies to my professional life. Maintaining creativity is a crucial aspect of not just product design but every form of problem solving.

To learn more about me or to contact me, visit michaelcbrook.com.