

# Brennan Moore

Brooklyn, NY · brennanmoore@gmail.com · zamiang.com · linkedin.com/in/brennanmoore

I build innovative digital products people love.

I work best with small teams, digging into the business to find what actually moves the needle. For me, success isn't just shipping a quality product—it's building teams that deliver long after launch.

## Experience

### **Founder (ongoing)**

Kelp

Apr 2021 – Present

- Built contextual information retrieval tool featuring Chrome extension and workplace platform integrations
- Developed AI assistant enabling executives to track industry, technology, and cultural shifts

### **Head of Engineering then Chief Technology Officer**

Firsthand

Jun 2022 – Jul 2025

- Led technology organization across Product, Software, Data, IT, and Security
- Scaled team from 3 to 25 while supporting rapid expansion across 28 offices
- Architected “helpinghand,” proprietary AI-powered care management tool
- Secured HITRUST r2 certification; restructured into small, empowered teams by vertical
- Maintained reliable software, partnership growth, and HITRUST compliance through a significant layoff of 300+ FTE and closing 25 physical offices

### **Founding Product Engineer**

Akita Software (acquired by Postman)

Dec 2021 – Jul 2022

- Early team member at API observability startup using eBPF to monitor Kubernetes clusters

### **Founding Engineer & Head of Engineering**

Cityblock Health

Feb 2017 – Apr 2021

- Founding member instrumental in incubation and launch from Alphabet’s Sidewalk Labs
- Tech Lead for Commons, Cityblock’s proprietary care management platform
- Scaled my team from 1 to 16 while meeting the organizational target of 50% underrepresented in tech
- Implemented data-sharing partnerships with payers and architected custom analytics infrastructure

### **Director of Engineering**

Motivate (Citi Bike)

Apr 2015 – Sept 2015

- Led software powering bike share systems in 10 cities including New York’s Citi Bike
- Achieved PCI compliance for payment platform; directed strategic billing optimizations

### **Director of Web Engineering**

Artsy

Sept 2011 – Dec 2014

- Led web engineering team responsible for public website performance and architecture

- Directed open-sourcing of frontend and migration to an isomorphic application improving SEO
- Developed custom software for live auctions and art fairs—now cornerstones of Artsy's business

### Designer & Front-end Developer

Aug 2010 – Sept 2011

Jumo

- Led all design and front-end engineering for social good platform founded by Chris Hughes, Facebook co-founder

## Research

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### Visiting Researcher, Haystack Group

Apr 2009 – Sept 2010

MIT CSAIL

- Designed and built browser-based applications; published at ACM SIGCHI and TheWebConf

### Visiting Researcher, David Small's Design Group

June 2009 – Oct 2009

MIT Media Lab

- Built interactive installation for display at Ars Electronica

## Publications

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### Atomate It! End-user Context-Sensitive Automation using Heterogeneous Information Sources on the Web

Van Kleek, Moore, André, Karger, schraefel · WWW 2010 · pp. 951–960

### Eyebrowse: Real-Time Web Activity Sharing and Visualization

Van Kleek, Moore, Xu, Karger · CHI 2010 Extended Abstracts · pp. 3643–3648

### Assisted Self Reflection: Combining Lifetracking, Sensemaking & Personal Information Management

Moore, Van Kleek, Karger, schraefel · CHI 2010 Workshop on Personal Informatics

### Just for Me: Personal Applications of Life Tracking and Activity Capture

Moore, Van Kleek, Karger, schraefel · CHI 2010 Workshop on Personal Informatics

## Education

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### School of the Museum of Fine Arts

Bachelor of Fine Arts (BFA)

### University of North Carolina School of the Arts

High School Diploma

## Skills

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**Leadership:** Engineering Management, Team Building, Strategic Planning, IT Strategy

**Domains:** Healthcare Technology, Value-Based Care, AI/ML Applications, Marketplace Systems

**Technologies:** Python, TypeScript, React, Node.js, PostgreSQL, AWS, GCP