

Isaac Martin

ENGINEERING EXECUTIVE / CTO / TECHNICAL ADVISOR

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EXECUTIVE PROFILE

Software development executive with a fifteen-year track record of building engineering organizations and turning ambiguity into executable technical direction. Experience spans founder, CTO, and technical-lead roles, from first commit through teams and platforms built to scale.

LEADERSHIP Engineering organizations, product direction, technical strategy, architecture, hiring and delivery process

DOMAINS Applied AI and LLMs, SaaS marketplaces, data platforms, healthcare, IoT, blockchain, machine learning and NLP

EXPERIENCE

PlantBid

Chief Technology Officer | 2023 - Present

Lead the technology organization for a SaaS marketplace changing how the world sources landscaping supplies. Own architecture, product direction, and the engineering process needed to scale the platform and organization. Progressed from Director of Engineering to Acting CTO to CTO.

Independent Advisory

Technical Advisor | Ongoing

Select advisory work spanning MVP definition and sequencing for early-stage startups, engineering leadership, software architecture, enterprise blockchain value assessment, and applied AI and LLM implementation.

Blockery.io

Founder, CEO / CTO | 2020 - 2023

Founded and ran a blockchain-integration-as-a-service platform that gave companies an API for shipping blockchain-enabled products without managing cryptographic keys, infrastructure, or specialist hires.

Technology: Python, React, Firebase, Cardano, Ethereum

Code for San Francisco

Leadership Team | 2019 - 2021

Served on the civic-tech volunteer brigade's leadership team - effectively a fractional CTO across volunteer-run projects. Scoped MVPs, made pragmatic technical decisions, and structured volunteer engineering.

LikeMindedly

Founder, CEO / CTO | 2019 - 2021

Led a Code for San Francisco side project as both CEO and CTO, using an unfamiliar domain and volunteer setting to sharpen product and engineering leadership.

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EXPERIENCE CONTINUED

BetterDoctor (acquired by Quest Analytics)

Technical Lead | 2017 - 2019

Provided technical stewardship in data mining, information management, and project governance. Translated long-term business goals into technical vision and new data pipelines, and played a role in the acquisition by Quest Analytics.

Technology: Python, Flask, Kafka, Spark, Airflow

AlwaysHired

Co-Founder, CTO | 2017 - 2018

Co-founded a technical-sales bootcamp and led its brick-and-mortar-to-SaaS conversion, automating training and business processes through a network of external engineering contractors.

Technology: Python, Flask, React, AWS

Dwelo (acquired by Level Home)

Chief Technology Officer | 2014 - 2016

Built a home-automation integration platform and engineering team from the ground up, growing an early startup into a Series A company with real revenue.

Technology: Java, Python, IoT, Z-Wave, Drools

ReviewLately.com

Co-Founder, CTO | 2014 - 2016

Co-founded and scaled a Python web platform aggregating online retailer reviews so businesses could evaluate the verity, health, and performance of product holdings.

Technology: Python

UnitedHealth Group

Software Engineer | 2011 - 2015

Applied machine learning and rules-oriented NLP to computer-assisted medical coding. Improved runtime efficiency by roughly 40% and saved more than \$1M against budget.

Technology: Ruby, Java, Python, C#, Drools

EDUCATION

California State University, Fresno

M.A. Linguistics | 2008 - 2011

Linguistics with computer-science coursework assembled into a computational-linguistics focus - the foundation for early machine-learning and NLP work.

California State University, Fresno

B.A. Philosophy | 2001 - 2007

Logic, argument, and the habit of thinking from first principles.