

Dave Shanley

Hacker, Engineer & Problem Solver.

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I'm a hacker, product guy, software architect, inventor, technical leader, and failed musician.

I have about *twenty-eight* years of experience with designing and building software and software products across various industries and businesses.

My specialty is *Experience Engineering*, which generally means that I design and build technology you engage with as a consumer. What I care about and what gets me out of bed, is creating great experiences for customers and developers.

To get to know me, check out my work on [github](#), or my online tools at [pb33f.io](#) and [quobix.com](#).

Feb 2022 - Current

Distinguished Engineer, Splunk Inc. ([splunk.com](#))

As the most senior UI engineer in the company and the chief of UI and API engineering for Splunk Security, I have been the vision behind unifying all security products into a unified user interface and, eventually, APIs.

My most significant contributions have been to change the technical and product strategy of the entire security product group by leading through example. The whole strategy of Splunk's core security products is now on track for long-term success because of my influence. My most rewarding accomplishment has been growing and mentoring a new generation of highly technical but emotionally intelligent leaders.

March 2012 - Feb 2022

Sr. Staff Engineer, VMware Inc. ([vmware.com](#))

A decade at VMware saw me move from a specialist in integration engineering to a founding engineer and lead architect of a multi-billion dollar hardware and software product called 'VXRAIL' which is now owned by Dell.

At various points during my tenure, I was the UI architect of VMware's flagship vSphere product, the SaaS version (called VMware Cloud on AWS) and the architect of API experience and developer experience.

1998 - March 2012

Founder, CTO, Chief Hacker, Many Startups.

For most of my career, I founded or co-ran companies that designed and built software and solutions for diverse industries.

Content management, recruitment, hotels and hospitality, advertising, marketing, e-commerce and finance, design and corporate branding, security, and many more domains.

I bootstrapped some of these businesses; some were VC-funded, and all were life-changing experiences.

Bonus Creds:

I am the founder of Princess Beef Heavy Industries ([pb33f.io](#))

It's a foundry for some of the world's most potent OpenAPI tooling. I work closely with the OpenAPI and golang open-source communities, and I am a regular speaker at OpenAPI conferences. My tools are critical infrastructure to companies like Kong, Hashicorp, JPMorgan Chase, Elastic, Mailgun, Apigee, Splunk, Cisco, and many others.

[pb33f.io](#) / [github.com/pb33f](#)