Dale Stillman

dale@dalestillman.com
dalestillman.com

Experience

Magpie Technology *Data capture and digital shelf insights in the electronics and telecoms industries*

2023-2024   ***Head of Technology*** *and Senior Management Team (SMT) member*

- Crafted and presented a technology vision and strategy for Magpie to the SMT, focused on reducing marginal scrape costs and refactoring the codebase for machine learning readiness. The strategy organised teams around key scraping functions—product discovery, data capture, parsing, and classification—to boost scalability and operational efficiency.
- Championed the creation of a Head of Infrastructure role, collaborated with the hire to enhance infrastructure observability, and improved server, proxy, and Chromedriver reliability.
- Developed a modular scraping approach using the Laravel container and dependency injection to separate concerns and boost reusability.
- Built a high-scale scraping proof of concept for US broadband data, successfully scraping a notoriously challenging site and contributing to the company's acquisition by a US VC-backed firm.

2021-2023   ***Head of Data Delivery***

- Led "Project De-Snail," driving the technical strategy for concurrent scraping with Redis queues. Oversaw the data delivery team to optimise scrapes, achieving up to 20x faster durations and ensuring the weekly compliance scrapes completed in under 1 hour.
- Developed a high-scale scraping solution to track compliance for a Big Five company. Leveraged concurrent scraping and residential proxies to ensure product detail pages on a major retailer's site were free from competitor advertisements. This became one of Magpie's most profitable products.

2020-2021   ***Senior Software Developer***

- Developed the Magpie QA Platform, enabling data quality analysts to efficiently audit data across multiple Magpie products. Integrated advanced features for automated issue tracking and management, streamlining quality assurance workflows and enhancing data accuracy.
- Wrote web scrapes with PHP WebDriver, DomCrawler, proxy rotation and captcha solving.

a dozen eggs *Branding, design and web agency*

2016-2020   ***Developer***

- Built highly performant WordPress sites and Woocommerce shops for our clients, with an emphasis on high quality design to convey brand, including use of animation.
- Worked closely with designers on web UI/UX, leveraging strong design communication skills.
- Automated deployments and created a modern starter theme with optimised CSS, twig templating, and asset pipeline. Conducted performance audits using DevTools and webpagetest.org.

The ASA & British Swimming *Governing bodies for swimming in the UK*

2010-2016   ***Website Solutions Coder***

- Developed responsive front-end for live events, athlete profiles, and data visualisation charts.
- Developed coaching video platforms. Python, Django, DigitalOcean, AWS S3 and Elastic Transcoder.

Education

Loughborough University *and international exchange at UTS, Sydney*

2005-2009   ***MEng (Hons) Civil Engineering*** *Class 2:1*

- Final Year Research Project (First-class): *Plotting Surveying Data in Google Earth*
  Java app for conversion between coordinate reference systems using Helmert datum transformation.

Case studies on my website dalestillman.com