Dan Franks

Technology leadership, data platforms, and software engineering

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Technology executive and engineering leader with thirty years across software products, data platforms, and engineering organizations. Former CTO at Radix, VP and GM of Data at Xero, and Director of Data Engineering at Ticketmaster; now leading client delivery through Scale Data. My responsibilities have included technical direction, executive planning, budgets, vendor agreements, management, and hands-on engineering.

PROFESSIONAL EXPERIENCE

Scale Data

Founder and Principal · 2024 to present · Phoenix, Arizona

- Lead client discovery, technical roadmaps, architecture, and delivery with a small senior engineering team, translating business requirements into scoped software and platform work.
- Interviewed Stout Tent's users and built interim reporting from MongoDB and Google Sheets in Snowflake before developing its replacement operations application for an April 2026 launch.
- Built crew scheduling, travel, equipment logistics, and operational data workflows with Django, React, PostgreSQL, and Bryntum Scheduler Pro. Checked changes with the people using the application in festival operations, with AI used in development and within the product.
- Designed and built a shared GCP hosting platform in January 2026, migrating existing applications from AWS with application isolation, access control, GitOps delivery, backups, and monitoring.
- Built development tooling that directs coding agents through bounded specifications, isolated worktrees, and coordinated reviews. Production credentials and promotion remain outside the agents' control.
- Co-developed a repair workflow that investigates errors from GlitchTip and proposes changes as draft GitHub pull requests, with Vertex AI among the model options. The next stage is a way for the person reporting a problem to try a proposed repair and request revisions.

Radix

Chief Technology Officer · 1 September to 3 December 2025 · Advisory through Scale Data, July to August 2025 · Scottsdale, Arizona

- Held company-wide engineering and product responsibility across Analytics, Underwriting (redIQ), and RealRents in an advisory engagement that developed into the CTO role.
- Used Claude Code to investigate about 90 repositories and hundreds of tables, checking its findings through direct code review to inform architectural assessment and delivery planning.
- Defined domain-oriented API boundaries so a new React frontend could separate from legacy .NET while preserving the financial logic initially in the database. Led architectural reviews with the engineers responsible for production implementation.
- Put Azure-to-AWS consolidation inside the product roadmap, sequencing replacement and retirement against product delivery and the capacity of the same engineers. Replatforming continued after the engagement.

- Worked with about 25 engineers in Kosovo and a small platform team in Scottsdale on a two-year plan covering dependencies, effort, leave, and staffing for 2026 executive budgeting. Recruited a principal architect in Germany to work with the Kosovo organization.
- Established delivery pods and clearer responsibilities across engineering, analytics, and science. Simplified titles, performance expectations, and career progression so managers and engineers had a more usable framework for discussing their work.

Xero

Vice President / General Manager, Data · 11 January 2021 to 26 July 2024 · Initially General Manager, Data Enrichment · Melbourne and Phoenix

- Led engineering, platform, architecture, product analytics, and enablement across a combined organization of 65 people and a budget of about $20 million. The remit expanded from an eight-person enrichment team through hiring and organizational consolidation.
- Selected to the senior leadership team, bringing data and AI into company-level planning with the CEO, CPTO, and Finance. Connected platform direction and the operational data layer to science and intelligent-product requirements with the science lead.
- Developed a three-year roadmap spanning shared modeling, product analytics, ingestion, and legacy retirement. Maintained delivery with the science lead through a six months gap in the leadership line above the teams.
- Made Revenue Operations and product analysts development partners in a shared modeling platform. Incorporated their existing tooling, selected dbt Core on the Data Vault estate, and established ownership and scheduling through Prefect and DataHub.
- Supported adoption over about 18 months, with Revenue Operations and about 20-25 product analysts using and supporting the shared framework. The engineers built the production pipelines and models.
- Directed product analytics toward shared Kafka-to-Snowflake ingestion, with Protocol Buffers used for product events and enrichment from customer, billing, regional, and marketing context. The enriched Mixpanel path ran in parallel at handover while adoption continued.
- Led architectural evaluation across roughly 800 sources, including about 600 SQL Server shards, for a Kafka-based CDC design with Go source agents and Iceberg on S3 and Snowflake targets. Engineers owned production implementation; CDC-to-S3 was not operating at departure.
- Established tiger teams with protected capacity and negotiated a three-year Fivetran agreement that declined as the internal replacement matured. Developed a successor before handover; the team delivered the replacement around late 2025.
- Worked with managers on a performance framework, helping them apply expectations consistently, support development, and advocate for people affected by the change.

Ticketmaster / Live Nation

Live Nation Entertainment · August 2004 to January 2021 · Phoenix / Scottsdale, Arizona

Director, Data Engineering: July 2020 to January 2021
Manager, Data Engineering: January 2019 to July 2020
Lead Data Engineer: January 2011 to December 2018
Senior Data Warehouse Engineer: August 2004 to December 2010

- Progressed from warehouse engineering to leadership of an organization of about 45 people, working with Product, Operations, Reporting, and client stakeholders on data-platform strategy and delivery.

- Designed and supported ETL mappings, warehouse loading, backfills, physical database structures, and data marts, including earlier work with SAP Data Services.
- Rebuilt the data model and pipelines behind client analytics serving about 10,000 venues, promoters, and artists. Reduced latency, improved performance, and made more detailed financial, sales, and attendance reporting possible.
- Wrote the SQL Server exports for a company-wide financial clearing house and played an integral role in the SQL Server to Teradata and Teradata to Snowflake migrations.
- Served as the sole engineer providing the fraud team's training and inference data in Snowflake, combining transaction systems, payment streams, and Accertify for models built by the fraud team.
- Led consumer-side CDC reporting across roughly 500 Sybase ticketing databases in 2019. Reconstructed reporting rules in Snowflake SQL and built a parallel Kafka Streams path into PostgreSQL. Retired that alternative when the principal engineer's Snowflake path proved easier to scale and maintain, at about five minutes behind live sales.
- Led delivery of a Databricks platform with sales and attendance products in six months during the pandemic in 2020. Designed the SQL-based development framework with the engineers using it, with metadata-driven scheduling, dependencies, failure notifications, and recovery.
- Led migration with the platform and data-delivery teams. The comparable sales-reporting workload's annual cost fell from about $300,000 to $50,000, at about 30-second freshness.
- Received two Live Nation IN awards and a Rock Star award across my time at Ticketmaster.

CompuNet Credit Services

Chief Technology Officer · Previously Chief Engineer and IT Generalist · December 1999 to May 2004 · Lake Havasu City, Arizona

- Stabilized the database and developed the systems supporting an information business serving freight carriers and brokers.
- Built a web platform for data collection, report ordering, and delivery in 2000, a decade before web-based working became the norm in freight. Brought data entry, customer requests, and automated reporting into the same operation.
- Helped extend the business into a two-sided information marketplace, adding carrier-performance reporting for brokers. Hired programmers and worked with a database administrator who could take responsibility for running systems while I developed new products.
- The company reported revenue of $5,292,770 for the year ended 30 June 2004. First Advantage bought it in November 2004 for $18 million.
- Returned for a separate follow-on consulting engagement in 2005 after employment ended.

LINKnet

Founder and Operator · 1995 to 1997 · Lake Havasu City, Arizona

- Founded a dial-up ISP in a town of 30,000, arranging financing and carrier contracts, selecting and configuring the technical systems, and building custom racks for 48 external modems.
- Built the billing system and worked with others covering customer support, the website, and the desk. Opened in May 1995 and operated the business until its sale in summer 1997.

Outside the day job

Nonprofit leadership and governance

- ArtsEd West: cofounder, Business Manager, and Technology Director from June 2025. Lead business operations, budgets, technology, and organizational planning for a nonprofit connecting educators and teaching artists.
- Built ArtsEd West's membership, payment, and publishing workflows, with cofounders proposing website changes through Google Sheets and reviewing them before publication. The inaugural ALL AZ Summit took place on 11 September 2026.
- Desert Marigold School, operated by Valley of the Sun Waldorf Education Association: board service from around 2020, first as Treasurer, then Board President. Term ends November 2026.
- Oversee governance, finance, and long-range planning, support the executive director, and turn established practices into policies that remain useful through board succession, with legal review by counsel.

EDUCATION AND CERTIFICATION

Claude Certified Architect Professional

26 August 2026. CCAR-P.

Boston University (BUx)

MicroMasters program completion in Data Strategy, Data Platforms, and Data Analytics.

Arizona State University

Coursework toward a B.S. in Computer Information Systems / Business Information Systems.

Mohave Community College

A.A.S., General Technologies; A.A., Liberal Arts.

TECHNICAL EXPERIENCE

Data platforms and modeling

Snowflake, Databricks, Apache Spark, dbt Core, Kafka, Fivetran, SQL Server, Teradata, PostgreSQL, Data Vault, Kimball, and Inmon.

Engineering

SQL, Python, Java, Scala, TypeScript, Django, React, ETL/ELT, change data capture, reporting models, reconciliation, and dependency recovery.

Cloud and delivery

AWS, GCP, Azure, Kubernetes, Docker, GitHub Actions, GitLab CI, Terraform, Prefect, DataHub, CI/CD, and observability.

AI development

Claude Code, OpenAI Codex, Vertex AI, codebase investigation, bounded coding-agent workflows, and human review of production changes.