

D. Keith Casey, Jr.

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In his career, Keith has done everything from building applications and teams that run like clockwork to recovering projects that made the Titanic look like a pleasure cruise to positioning deeply technical products to slightly-technical audiences. Early on, he learned that even the best technical solutions fail unless they solve meaningful problems and include clear, concise explanations. He's applied these principles in the earliest stage startups mentoring at Techstars, Twilio as employee #18, Fortune 50 customers at Okta, and to answer the Ultimate Geek Question at the Library of Congress. Throughout all of this, he's managed to preserve a sense of humor with a touch of skepticism that he applies to every project. He has spoken at hundreds of meetup groups and over 150 conferences on topics including team design and recruiting, API design and implementation, OAuth 2.0, startups, and related topics.

Work History

Pangea Cyber

Senior Product Manager, July 2023 - Current

Serving as Product Manager for Authentication and Authorization product lines in addition to providing support & review to the overall product management team, operations, and processes.

ngrok

Director of Product Marketing, Nov 2021 - July 2023

I was recruited as the first Product Marketer to review adoption, build an overall GTM strategy, and start executing on it at scale. In addition, I served as half of the marketing team for my first year as we completed a rebrand, launched the new website, and started our real marketing efforts.

- **Product Marketing**
 - Coined the tagline "online in one line" and the "works on my machine" sticker
 - Extracted top use cases and isolated problem statements, value props, positioning, and related buyer & user personas
 - Created the overall narrative for the Series A deck detailing the problem, solution, TAM, and competitive ecosystem
 - Led customer demos to prospects, customers, and the overall community
- **Product Launches**
 - Co-built the company-wide product launch framework to ensure all supporting assets and roles are ready for product launches
 - Refactored the entire launch process twice, adjusting as the company, needs, gaps, and capabilities, changed over time
 - Led ngrok v3 in April 2022 establishing the "next generation of ngrok"
 - Launched Dashboard SSO in August 2022 including onboarding beta customers, drafting all copy (howto guides, newsletter, blog, social, support FAQ), and launching to all 5M users
 - Launched SCIM integration in January 2023
 - Launched the ngrok Ingress Controller for Kubernetes in April 2023 for KubeCon

Okta

API Problem Solver, June 2016 - April 2021

My responsibility began with launching API Access Management and technical enablement on our API Platform as a whole for both internal Workforce and external Customer Identity (CIAM) use cases and over time shifted to shaping and growing our entire CIAM product line. I worked across the Product, Marketing, Sales Engineering, and Customer First teams to advise customers on API strategy, security, and overall Customer Identity mindset.

- Product Launches
 - API Access Management (APIAM) *aka OAuth as a Service*
 - Designed and implemented integrations between APIAM and many API gateways
 - Wrote numerous howto guides and design/discovery documents for internal and external audiences, many of which turned into official documentation
 - Presented and defended our OAuth implementation to Gartner analysts ranging from RFCs to design decisions to GTM
 - Established GTM strategy for API Access Management making it into a core requirement of 80% of CIAM deals and a killer feature for 30% of Workforce deals
 - API Platform
 - Restructured the documentation site to optimize on actionable howto portions (guides, Postman collections, etc) over the philosophical design principles
 - Designed and built technical sales enablement for the API Platform, initially targeting 25+ Sales Engineers scaling out to over 250 SEs worldwide and dozens of partners working with customers ranging from Fortune 50 to GSIs to early startups
- Competitive Work
 - Led competitive tear downs for Microsoft Azure AD B2C, ForgeRock, Salesforce Identity, PingOne for Customers, and Auth0 covering product, strategy, and technical differentiators
 - Delivered competitive training for all Sales segments across NAMER, APAC, and EMEA
 - Drove down loss rates against Azure AD B2C by over 50% within two quarters by developing strategies around their product gaps, positioning failures, and value prop
 - Drove down loss rates against Auth0 across the small/emerging customer space by over 50% and enterprise/named customer space by over 80% within two quarters by developing strategies around their security flaws, stability issues, and overall product maturity
- Co-Created the “Customer Identity Maturity Curve” during Summer 2020
 - Coordinated efforts across Product, GTM, Corp Marketing, Demand Generation, and numerous others to extract and create the Maturity Curve
 - Used that to redefine many CIAM GTM strategies and plays across the organization
 - Reworked the “CIAM in Government” whitepaper, [blog posts](#), and materials to match
- Provided as-needed support to various industry analysts on product capabilities, technical details on OAuth, and general state of the industry from our perspective
- Created the “What is Okta?” whiteboard demo and script - available on [YouTube](#)

Clarify.io

Director of Product, Dec 2013 - June 2016

I joined as the first employee and worked to develop the product, the go to market strategy, and everything outward facing. We did not achieve product market fit but closed a few key customers and important use cases.

Twilio, Inc

Sr Dev Evangelist, May 2011- Nov 2013

I joined as employee #18. During that time, I traveled over 150 days/year, spoke with thousands of developers, and supported the sales team via bottom up, developer-led activities.

CaseySoftware, LLC

Owner, 08/04 – Present

- Software Development Efforts
 - Designed and built an XML/XSLT-based multi-tenant CMS providing mobile sites for FoxNews Channel, National Geographic Channel, The Onion, and 24 Fox Affiliates, Lifehacker, Digg and other providers - became its own product line with separate P&L
 - Designed and built a SMS/WAP-based voting and ring tone reservation system for a live musical performance show supporting 3000+ unique votes/second for multi-minute periods
 - Designed and built a centralized Newsfeed System which retrieved information from the major news agencies (AP, LexisNexis, PR Newswire, etc), parsed the XML, and published it to numerous websites simultaneously, handling over 10k updates/hour
 - Implemented the multi-tenant Content Management System (Drupal) for a US-based professional sports league including the primary league site and 16 teams
 - Designed and built helper libraries for Contactually, Full Contact, Best Buy, Marvel Comics and other APIs
- Training Development & Delivery
 - Designed, implemented, and delivered courses for [LinkedIn Learning](#) on API lifecycle (including design, development, testing, and security), OAuth 2.0, PHP Design Patterns (twice), and Cloud Design Patterns
 - Designed an 1-day API design course for a Tier 1 bank, training over 1500 people across various job roles, numerous locations, and business units
- Writing & Publications
 - Co-authored and published “A Practical Approach to API Design” selling over 2500 copies
 - Wrote over 1200 blog posts including technical howtos, event recaps, release announcements/notes, and a variety of other content

Tech Events Network

Founder, 09/15 - 10/20

I built a series of machine learning-driven bots that collect, categorize, and promote tech meetups, conferences, and workshops across the US. While it started in Austin, I've expanded it across 50 cities and they've become the go to place for finding out the most important events in your area.

- Started with @ATXTechEvents and launched 50+ more as adoption and attention has grown
- Peaked at 4.5M+ impressions/month in late 2019
- Built using the APIs for Meetup, Eventbrite, Twitter, Buffer, IBM Watson, Twilio, Bit.ly, Slack, Mailchimp, Typeform, and Stripe

M.C. Dean, Inc.

Systems Developer, 12/03 – 02/05

- Designed and implemented a Ticket-based Work System which tracked employee time, materials, payroll, and billing for electrical contracting service divisions including over 150 people and \$45M in annual revenue, supporting locations such as the Pentagon, Fannie Mae, Home Depot throughout the Mid-Atlantic, and Sealand, Georgia for the G-8 Summit in 2004
- Designed and implemented a handheld PDA inventory application to track assets in storage, transit, and the field, totaling over 140,000 devices
- Proposed and implemented strong development practices including requirements gathering,

use case analysis and modeling, unit testing, issue tracking, and documentation to advance the CMM Level

User Technology Associates

Department of Justice

Associate

- Performed Risk Assessment and compiled the Risk Management Plan for the IDENT/IAFIS Integration Project, a joint project between the Departments of Justice and Homeland Security
- Reviewed and assisted in the creation of "Report to Congress on the IDENT/IAFIS Integration Project" which described the project progress, future milestones, and preliminary results
- Assisted in the development and submission of the OMB Circular A-11 Exhibit 300
- Performed Earned Value Management (EVM) and analyzed flaws with EVM procedures
- Analyzed and developed models and graphs for detailed analysis of Monthly Metric Reports (MMR), concerning information such as system throughput and response times and criminal alien hit rates

Library of Congress

Systems Developer

- Analyzed and designed the large-scale database for the digitization of all Library collections
- Led the Library of Congress' adoption and use the Metadata Encoding and Transmission Standard (METS) XML framework for documenting and organizing digital objects
- Designed and developed the Library's – and potentially the US Federal Government's - first Web Service to retrieve metadata from various multimedia file types (wave, mp3, tiff, jpeg, etc)
- Designed and implemented 5 of 8 XML Schemas used for capture and long-term preservation of metadata for numerous types of media (text, video, audio, images), still in use 10 years later
- Designed and implemented an mp3 parser to allow a user to listen to targeted samples of audio files without being required to download the entire file

Educational History

- Rose-Hulman Institute of Technology, BSEE May 2001

Selected Writings

- "[Social Media for Social Evil](#)" - CaseySoftware Blog, ongoing theme: Aug 2007 - present
- "[Twas the Night Before Christmas](#)" - CaseySoftware Blog, December 2009
- "[The Problem with Would](#)" - CaseySoftware Blog, January 2013
- "[The Pronunciation Challenge](#)" - Twilio Blog, August 2013
- "[So You Want to Build an App](#)" - CaseySoftware Blog, August 2015
- "[The Future of Transportation Today](#)" - CaseySoftware Blog, October 2015
- "[Okta Release Lifecycle](#)" - Okta's Developer Site, January 2017
- "[1Password and ngrok in Practice](#)" - ngrok blog, March 2023