Assaf Arkin

Serial Founder · Engineering Leader · Open Source Contributor

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PROFESSIONAL SUMMARY

Engineering leader and serial founder with 35+ years building technology companies from zero to scale. Proven track record as CTO and across multiple ventures—from enterprise software and BPM to AI-powered SaaS platforms. Founding member of Apache XML alongside IBM and Sun. Three successful exits. Passionate about open-source ecosystems, community-driven development, and using technology as a force multiplier for real-world impact.

EXPERIENCE

Founder

Rentail · Los Angeles, CA · Mar 2025 – Present

- Building an AI-powered retail real estate platform using conversational AI to match merchants with commercial spaces—faster than any human broker.
- Pioneering a retail ecosystem curation methodology that drives foot traffic and maximizes ROI for property owners while leveling the playing field for independent retailers against e-commerce.

CTO

Overdryve Solutions, Inc. · San Francisco Bay Area · Feb 2024 – Mar 2025

- Co-founded and led all technology for an AI-powered platform modernizing auto shop operations.
- Architected the product from the ground up—defining the technical roadmap and delivering core AI features end to end.

Freelance Engineering Consultant

Independent Consulting · Jan 2022 – Dec 2023

- Provided technical leadership, architecture strategy, and hands-on engineering for early-stage startups across diverse domains.
- Explored generative AI technologies starting from GPT-2 and evolving through iterations of OpenAI and Anthropic models.

Product & Platform

Demand Science · Apr 2021 – Aug 2021

- Led product and platform initiatives for a B2B demand generation company.

Co-Founder, CTO & Board Member

Broadly · Oakland, CA · Sep 2013 – Feb 2022

- Co-founded Broadly and served as CTO for 7+ years, building the platform from inception into a leading reputation and customer communication product for local businesses.
- Remained on the Board for an additional 2+ years post-CTO, providing ongoing strategic technology governance.
- Championed the product vision of connecting local businesses with modern consumers—simplifying operations, growing word of mouth, and championing small business survival.
- Notable open-source projects include Vanity for A/B testing, Ironium for job queuing, Node-Reply for API testing, and more.

Engineering Manager

Demandforce · San Francisco Bay Area · Oct 2011 – Aug 2013

- Led the consumer-facing product engineering team, quadrupling key engagement metrics through disciplined execution and relentless focus on product quality.
- Integrated and grew the Flowtown engineering team post-acquisition, building a high-performing unit around existing talent.

Lead Engineer

Flowtown · San Francisco Bay Area · Jul 2010 – Oct 2011

- Joined an early-stage team struggling with reliability—systematically diagnosed and resolved core engineering issues, stabilizing the platform and unlocking growth.
- Engineering contributions were central to the product quality that led to Demandforce acquiring the company.
- Unleashed Zombie as a better alternative to Selenium, bringing E2E testing to a new level, and securing 5,600+ stars on GitHub.

Founder

880river · Jul 2009 – 2010

- Built 880river, a location-based social platform connecting people under the same address; launched Apartly and Yaketee as products within the ecosystem.

Co-Founder & CTO

Intalio · Aug 1999 – Jul 2009

- Co-founded Intalio at the height of the dot-com boom, navigated the crash, and led the company for a decade of sustained growth—one of the rare survivors of that era still shipping product years later.
- Drove an open-source-first engineering culture combining enterprise-grade J2EE and BPM capabilities with community-built foundations.
- One of the team's open-source projects was adopted by NASA to power the Mars Rover—the clearest possible proof that quality engineering finds its audience.
- Founder of Apache XML, merging my project OpenXML with IBM's Xerces; founder of Apache Buildr, a friendly alternative to Maven; founder of Apache Ode, bringing WS-BPEL to developers everywhere.

OPEN SOURCE LEADERSHIP

Apache Software Foundation

1999 – 2011 (12+ years)

- Founding member of Apache XML—alongside IBM and Sun—establishing one of the web's most influential open-source XML processing foundations.
- Committer on Apache Ode, a widely adopted WS-BPEL engine for orchestrating web services, and Apache Buildr, a build system for Java and JVM-based projects.
- 12+ years of sustained community contribution spanning architecture, code, documentation, and community leadership.

PUBLICATIONS

Ruby in Practice

Manning Publications · Co-author with Jeremy McAnally · 2009

Practical guide to production Ruby development, covering real-world patterns and techniques.

Buildr

Self-published · 2009

Overview of the Buildr build system for Java-based applications, including support for Scala and Groovy.

SKILLS

LEADERSHIP

CTO | Engineering Management | Startup Founding | Hiring & Team Building

ENGINEERING

Full-Stack Development | Software Engineering | API Design | Testing & Automation | TypeScript | Node | SQL | SaaS Architecture | Cloud Platforms | AI/ML Product Development

PRODUCT

Product Strategy | UX Design

OPEN SOURCE

Apache Software Foundation | WS-BPEL/Ode | Buildr | Zombie | Vanity | XML Processing | Community Building

DOMAINS

Retail Tech | Automotive AI | Local Commerce | Developer Tools | Enterprise Software

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