

# Daniel Edwards

Principal AI Engineering Lead | Context Engineering & Agentic Systems

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## — SUMMARY

Principal AI Engineering Lead with 18+ years of progressive technical and leadership experience. Specializes in **Context Engineering** — designing the data structures, system boundaries, and information flows that let AI agents operate reliably in production. Hands-on across Claude Code, Anthropic SDK, LangGraph, MCP server authoring, and advanced RAG. Domain depth in regulated environments: healthcare (HL7 / FHIR / HIPAA), commerce (PCI), and B2B (SOC 2).

## — EXPERIENCE

### • **Principal AI Engineering Lead**

Sep 2025 – Present

**theAppPlace (TAP) Innovations** · Irving, Texas · Hybrid · Full-time

- Lead the Innovative Engineering department, driving AI-first transformation across both internal operations and client-facing solutions; spearhead TAP's evolution from a services-focused org to a hybrid services + product company delivering enterprise applications through white-label and licensing models.
- Architect and operationalize AI-driven ecosystems across the organization — embedding LLMs, agent-based systems, and automation into engineering, sales, product, project management, and executive decision-making workflows.
- Pioneer the practice of Context Engineering — designing the data structures, system boundaries, and information flows required for AI systems to operate reliably, securely, and at scale.
- Define and implement agentic AI workflows, shifting from sequential scripting to reasoning-based execution models that enable adaptive, multi-step problem solving across business functions.
- Establish governance frameworks for AI adoption — usage controls, auditability, security boundaries, zero-trust data access — ensuring enterprise-grade reliability and compliance.
- Design and oversee secure RAG architectures, enforcing data access and PII protections while enabling high-quality, context-aware AI outputs.
- Partner with executive leadership to shape AI strategy, product direction, and company-wide operating models, aligning AI adoption with measurable business outcomes.

## ● **Senior Technical Architect, BigCommerce Solutions**

Nov 2023 – Sep 2025 · 1 yr 11 mos

**Verndale** · Boston, Massachusetts · Remote · Full-time

- Senior technical architect for Verndale's BigCommerce product offering, leading both product design and go-to-market strategy for a new service line.
- Defined and operationalized delivery workflows across cross-functional teams — engineering, account management, project management, strategy, design, and executive leadership — ensuring alignment from concept through execution.
- As the AI landscape rapidly evolved, expanded the offering to include AI-driven product R&D and solution development, introducing Windsurf, Contentstack, v0.dev, and Cursor into internal workflows and client-facing capabilities.
- Led early exploration and adoption of LLM-powered systems and agentic AI workflows, shifting from traditional sequential scripting toward reasoning-based execution models for more adaptive and scalable solutions.
- Acted as a bridge between technical execution and business strategy, ensuring that emerging AI capabilities were aligned with real-world use cases, delivery models, and client value.

## ● **Engineering Consultant — AI & Platform Systems**

Apr 2023 – Nov 2023 · 8 mos

**PeakActivity** · Delray Beach, Florida · Remote · Contract

- Led development teams delivering early-stage AI implementations across both internal and customer-facing systems within eCommerce environments.
- Directed the design and execution of AI-powered solutions for internal intranet operations and external product experiences, including product selection, recommendation engines, and acquisition flows.
- Utilized GPT-3.5 and GPT-4 to build and integrate AI-driven capabilities into production workflows — well ahead of widespread enterprise adoption.
- Balanced hands-on engineering with team leadership, guiding developers through implementation while aligning technical solutions with business objectives.

## ● **Technical Lead — React Specialist**

Sep 2021 – Mar 2023 · 1 yr 7 mos

**Rightpoint** · Dallas, Texas · Remote · Full-time

- Led development on AB InBev's BEES global eCommerce platform, supporting large-scale B2B commerce operations across international markets.
- Served as the technical lead for global language and localization rollouts, owning translation systems and internationalization strategy across regions.
- Owned and matured DevOps practices, establishing CI/CD standards, deployment strategies, and operational processes for reliable, repeatable releases at scale.
- Played a key role in adopting BigCommerce as a strategic platform offering; led internal enablement, training and scaling multiple development teams to consistent delivery standards.
- Architected and guided full-stack solutions across complex commerce ecosystems, integrating backend services, APIs, and frontend applications.

## ● **Director of Information Technology**

May 2019 – Mar 2021 · 1 yr 11 mos

**Twisted Throttle LLC** · Providence County, Rhode Island · Full-time

- Responsible for an 8-person IT and Marketing team; managed the eCommerce network of applications and rolled out new sellers channels (Amazon, eBay, Facebook), increasing profits by 20% YoY.
- Migrated server infrastructure from on-prem to AWS.
- Managed eCommerce properties on Magento 2, WordPress, and Shopify.
- Refined the SDLC cycle and implemented a CI/CD strategy.
- Enhanced ERP integration on NetSuite using a new PostgreSQL database.

## ● **Manager of Application Development**

Oct 2018 - May 2019 · 8 mos

**Nobilis Health Corp.** · Dallas, Texas · Full-time

- Led the design, development, and ongoing evolution of an enterprise healthcare CRM platform supporting patient workflows, insurance communications, and operational approval processes.
- Architected and maintained integrations aligned with HL7 and FHIR standards, enabling reliable data exchange between internal systems, clinical platforms, and external partners.
- Directed cross-functional teams building systems that managed insurance verification, claims coordination, and pre-/post-procedure approval workflows.
- Partnered with business and clinical stakeholders to translate complex regulatory and operational requirements into scalable technical solutions, ensuring HIPAA compliance while maintaining system performance.
- Reported system health, project progress, and operational risks to executive leadership, supporting strategic planning and resource allocation.

### **EARLIER ROLES**

**Lead Web Developer** — Apr 2015 - Jun 2018  
Globe Runner · 3 yrs 3 mos

**Lead Web Developer** — May 2012 - Feb 2015 · 2 yrs 10 mos  
Online Performance Marketing

**Web Developer** — Jul 2010 - Oct 2011 · 1 yr 4 mos  
Ifusion Creative

**Interactive Production Artist** — Aug 2008 - Jun 2010 · 1 yr 11 mos  
e-Rewards

### — **TECHNICAL SKILLS**

#### **AI engineering & coding agents**

Claude Code (hooks, subagents, skills, plugins, Agent Teams) · Cursor (Composer, Project Rules, MCP) · Windsurf (Cascade, Memories, Workflows) · v0 / Vercel V0 · Anthropic SDK (prompt caching, extended thinking, tool use, 1M context) · Vercel AI SDK · LangChain / LangGraph (multi-agent, persistence, HITL) · MCP server authoring (tools, resources, prompts, sampling)

#### **LLM providers & models**

Anthropic Claude (Opus / Sonnet / Haiku) · OpenAI GPT-4o / GPT-5 / o-series reasoning models · Google Gemini · Perplexity Sonar API · Open-source via Ollama / vLLM (Llama, Mistral, Qwen, DeepSeek)

## Retrieval-augmented generation

Hybrid search (BM25 + dense vector) · Reranking (Cohere, Voyage, BGE) · Contextual Retrieval · Query rewriting / HyDE / multi-query · GraphRAG / knowledge-graph traversal · Multi-modal RAG

## Agentic patterns & multi-agent

ReAct, Plan-and-Execute, Reflexion, Tree-of-Thought · Supervisor / orchestrator routing · Swarm / handoff-based collaboration · Hierarchical agent teams · Episodic / semantic / working memory architectures

## Vector & embedding infrastructure

pgvector (HNSW, ivfflat, halfvec, binary quantization) · Pinecone (namespaces, hybrid, filtering) · Weaviate · Qdrant · Embedding models: OpenAI · Voyage · Cohere · sentence-transformers · AI gateways: Vercel AI Gateway · OpenRouter · Portkey

## Frontend & web platforms

TypeScript · Next.js (App Router) · React 19 · Remix / React Router v7 · Astro · Vue / Nuxt · Tailwind CSS · CSS Modules · Styled-components · Headless commerce: BigCommerce · Shopify Hydrogen · Adobe Commerce · commercetools · Headless CMS: Contentstack · Contentful · Strapi · Payload

## Backend, data & APIs

Node.js · NestJS · Express · Fastify · Hono · Bun · .NET / ASP.NET Core · Python (FastAPI, Django, Flask) · PostgreSQL · MySQL · MongoDB · Redis · DynamoDB · Prisma · Drizzle · TypeORM · raw SQL · REST · GraphQL · OpenAPI

## Cloud, DevOps & infra

AWS · Azure · Vercel · Cloudflare · Netlify · Docker · Kubernetes · Helm · ECS / Fargate · Service mesh · Terraform · Pulumi · CDK · Bicep · GitHub Actions · Azure DevOps · GitLab CI · CircleCI · Jenkins · Datadog · Sentry · New Relic

## Workflow orchestration & harness engineering

n8n (reasoning-logic alternative to code) · Make · FlowIQ · Zapier · Homebrew agent harnesses · Archon (YAML workflow engine for AI coding) · OpenClaw (open-source agent runtime, ACP)

## Production hardening & evaluation

Eval-driven CI (LangSmith · Braintrust · Phoenix · Helicone) · Token / cost tracking + per-tenant budget enforcement · Rate limiting + exponential backoff + retries · Prompt-injection defenses & input sanitization (OWASP LLM) · LLM-as-judge & embedding-similarity eval harnesses

## Compliance & regulated industries

HIPAA · HL7 · FHIR (healthcare) · PCI DSS (commerce) · SOC 2 · GDPR · CCPA

## CERTIFICATIONS

### CLOUD & INFRASTRUCTURE

- Microsoft Azure — AZ-900 (Fundamentals), AZ-204 (Developer Associate)
- AWS — Cloud Practitioner (CLF-C02), Solutions Architect Associate (SAA)
- HashiCorp Terraform Associate

### COMMERCE & CONTENT PLATFORMS

- BigCommerce BigDev (Developer)
- BigCommerce Catalyst Developer
- BigCommerce Implementation / Solutions
- BigCommerce Headless Specialist
- Contentstack Certified Developer
- Contentstack Certified Architect / Champion

### AI / LLM

- Anthropic Skills / course completions

### FIRST AID & TRAUMA RESPONSE

- American Heart Association (AHA)
- American Red Cross

## EDUCATION

### B.A., Graphic Design & Multimedia

Westwood College — Dallas, TX

2004 - 2008

3.5 GPA · specialization in web application development, ActionScript, server infrastructure, and ecommerce design.