

Greg Unrein

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SUMMARY

Engineering and product leader who has scaled developer-tools and observability organizations from early startup to 2,000+ people. Group VP at New Relic, CTO at Hasura, now building AI calendar agents at Reclaim/Dropbox. I lead through system-level improvements: I hire strong leaders, delegate heavily, and stay close to customers and the product. Longstanding interest in developer experience, observability, resilience, fast cycle times, and simplicity.

EXPERIENCE

Principal Software Engineer, Reclaim.ai (acquired by Dropbox)

Oct 2023 – present

Intelligent calendar automation for busy professionals

- Establish the architecture and lead the implementation of agent-oriented calendar assistance: core abstractions and data model, the agent harness, and a UX built for human-in-the-loop decisions.
- Improve the core prioritization and scheduling algorithms at the heart of the product.
- Mentor engineers on architecture, user-centered thinking, and product and code quality; help with product management and design as needed.
- Platform work including Postgres partition tables and Temporal. Two patent applications pending. Reclaim was acquired by Dropbox in August 2024.

CTO, Hasura

2021 – 2023

Open-source-core startup that generates APIs from databases

- Grew engineering, product management, and design into a ~100-person organization and helped clarify the product and technical strategy.
- Cut release cadence from twice a year to every two weeks while improving developer experience, product quality, and lead time.
- Hired engineering and product leaders; stood up a documentation team and product analytics.
- Expanded the stack beyond the original Haskell codebase to Rust (runtime performance) and Java (database-driver ecosystem).
- Reorganized eng, PM, and design around user connection, ownership, and focus; introduced DORA metrics, incident response, and the first formal performance reviews.
- Partnered with the executive team on business strategy, pricing, and packaging; increased transparency with weekly, monthly, and quarterly updates.

Group VP of Engineering / Group VP of Product, New Relic

2013 – 2020

Monitoring and observability platform

- Led engineering and/or product for APM, Infrastructure, Browser, Synthetics, Logging, Serverless, and parts of the platform as the company grew from ~350 to ~2,200 people; largest group was ~150 people.
- Ran the engineering group that published New Relic's proprietary agents as open source, and advocated for and sponsored the company's early participation in OpenTelemetry.
- Helped establish product management as a function; coached leaders, grew teams, and shaped the culture.

Independent exploration, observability startup ideas

Mar – Oct 2023

- Left Hasura to explore observability product ideas built on OpenTelemetry. Built several prototypes (widely distributed telemetry storage, an OTel-native UI, and a vendor-neutral dashboard system) and interviewed many practitioners and buyers before deciding not to pursue after not finding a wedge I liked.
- Shipped [Wallowa](#), an open-source software-development analytics tool built with DuckDB, Rust, and TypeScript.

Director of Product, Cedexis

2011 – 2013

DNS-based adaptive global load balancer driven by real-user monitoring

Owned product management and design for the RUM and DNS-based global load-balancing products; partnered with the CEO on direction and with engineering, design, and sales engineers on requirements and the roadmap.

Product Manager, Jama Software

2011

Product management for the requirements-management product; organized and led the company's first customer advisory board.

Senior Product Manager, Engineering Manager, Support Engineer, Jive Software

2004 – 2010

Joined when the company was bootstrapped and under 10 people and was there until about ~350 people; company created a category and IPO'd after I departed. Started and led the customer engineering team, established the support function as the first support engineer, and product-managed the XMPP-based IM server and client and the flagship Clearspace product.

OTHER EXPERIENCE & ACTIVITIES

- **Limited Partner, Oregon Venture Fund** (2020–2021): participated in diligence and investment across several companies.
- **Conservationist, Buncombe Hollow Forest** (2020–present): forest and riparian restoration to suppress invasives and improve beaver habitat and fish passage.
- **Guest lecturer**, Managerial Analytics, Portland State University School of Business.

INTERESTS

Family, programming, computer science and mathematics, hiking, forest and riparian conservation, ecology and soil, road trips, history.