

Martijn van Exel

Expert Geospatial Technologist

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I am an expert geospatial technologist with a 20 year career in software engineering, data analysis and processing, engineering management, product management, strategic leadership, governance, and consulting roles. My ideal next role involves solving deeply technical problems in the geospatial domain, as part of a team that shares my passion for maps, either as an individual contributor or in a leadership capacity.

Skills

- **Languages:** Python, Javascript, Typescript, Node, Java, Go, Ruby, Lua
- **Frameworks and Concepts:** React, Django, Flask, FastAPI, REST, TDD
- **Geospatial:** PostGIS, GDAL, QGIS, OpenLayers, MapLibre, Raster and Vector formats, PMTiles, H3, OGC standards, Routing, Map Matching, Geocoding, Open Data
- **Infra:** Docker, Cloudflare, Argo, K8s, AWS, Azure, Linux server admin, Github, CI/CD
- **Personal:** Mentoring, Agile practices, servant leadership, open source governance

Relevant Professional Experience

Senior Geospatial Software Engineer, Geosite

2023 - present

Geosite is a geospatial intelligence startup in the fast-growing insurtech space. Geosite's platform offers a map-based view of policies, perils and their impact on insured properties.

- Implemented scalable geospatial data pipelines for ingesting, normalizing, processing, styling, converting and publishing large raster and vector datasets
- Responsible for maintaining and improving core back end services and APIs
- Introduced and implemented a serverless architecture for raster and vector data
- Worked with Data Scientists to develop scalable pipelines for data enrichment that is core to the Geosite value proposition
- Contributed to React development with a focus on geospatial components

Expert Consultant, Meta / Amazon

2022 - 2023

Meta and Amazon have a large stake in geospatial technology. As a consultant, I was able to bring in and apply expert knowledge of geospatial software, open data and crowdsourcing.

- Contributed to development of a custom data ETL pipeline using (Python, Presto, SQL)
- Helped orchestrate testing, launch and promotion of the Rapid OSM editor
- Advised on community growth strategy for Mapillary, a crowdsourced SLI platform

Senior Product Manager, Maps, HERE Technologies

2021 - 2022

HERE Technologies is a leading location platform company serving the automotive industry, transport and logistics, mobility, manufacturing, retail and the public sector.

- Created an open data product portfolio with \$50M projected revenue in the first 5 years
- Worked with engineering, product marketing, sales and senior leadership to establish go-to-market strategy, revenue projections and content delivery platform

Senior Software Engineer in Maps, TomTom

2019 - 2021

TomTom is a geolocation technology company with a 30 year track record of innovation in mapping and navigation.

- Developed a big data map quality metrics dashboard on Azure, see [TomTom blog](#)
- Developed an OCR / NLP system for extracting business data from printed sources

Geospatial Data & Software Engineer, Engineering Manager, Telenav

2012 - 2019

Telenav is a trailblazing supplier of in-vehicle mapping and navigation solutions serving customers like Toyota, Lexus, GM and Ford

- Built data models, software and infrastructure to enable full transition to OSM data
- Promoted to Engineering Manager in 2015, implemented Agile practices
- Hired and managed an industry-first data QA team and 5 software engineers

Founder and Project Lead, MapRoulette

2012 - present

MapRoulette is an open source geospatial QA platform that is a key part of OpenStreetMap data quality assurance. Trusted and used by companies like Meta, Apple, Microsoft, Lyft.

- Developed initial versions using Python, PostgreSQL, PostGIS, HTML and Javascript
- Project lead with two full time engineers and casual volunteer software developers and designers, leading weekly scrums and monthly stakeholder meetings
- Secured close to \$1M in funding and joined OSM as a Charter Project in 2023
- Set up an Advisory Board made up of corporate and community stakeholders

Director, OpenStreetMap Foundation

2011 - 2022

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- Served on the boards of the OSM Foundation and OSM United States
 - Set up the governance frameworks for Local OSM Chapters and Charter Projects
 - Set up Corporate Membership program and an independent Board of Advisors
 - Strengthened and formalized relations with corporate stakeholders

Education

- University of Amsterdam, BA and MA, Urban and Regional Planning. 1991 - 1997
- Hogeschool Holland, BA, Mathematics, 1992 - 1995