

Daniel Ramirez

Operator-engineer · scaled solar to \$30M, now build the platform

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Co-founded a solar EPC and ran it through scale to **\$30M+ annual revenue, \$130M lifetime sales**, and **40 MW installed**. Now full-stack engineer at BriteBuild — multi-tenant SaaS for solar EPCs and contractors — owning the data model, pricing semantics, and financing splits. I prioritize the boring middle: the schema choices and pricing rules that decide whether a \$1M quote is still correct on Friday.

EXPERIENCE

Full-Stack Engineer · BriteBuild (ShimmerWorks Inc.)

Feb 2025 – Present

Multi-tenant SaaS for solar EPCs & contractors · Remote

325

RBAC PERMS / 7 ROLES

130

API DIRECTORIES

291+

DB MIGRATIONS AUTHORED

1530 → 0

TYPE WARNINGS CLEARED

- Owned the platform's **pricing and financing semantics** — bitemporal price locks, multi-bucket financing splits, rebates & incentives engine — the parts of the product that determine whether a quote is enforceable.
- Designed the **tenant → EPC → contractor entity hierarchy** with polymorphic state/county territory scoping; this is the model every other surface (CRM, scheduling, files, chat) routes through.
- Shipped the systems that turned a thin solar-potential calculator into a vertically integrated platform: solar design tool (Rust/WebAssembly), four-view CRM, contract template engine, real-time messaging, public REST API, contractor invite + bid lifecycle, multi-entity onboarding.
- Authored architecture documents the team built against — pricing lock lifecycle, rebates parallel-system design, financing splits canonical persistence — including catching and correcting an early UX where financing scenarios persisted only in localStorage.

Co-Founder & Chief Operating Officer · Gold Rush Energy Solutions

2015 – 2024

Solar EPC · Sacramento, CA

\$30M+

ANNUAL REVENUE

\$130M

LIFETIME SALES

40 MW

INSTALLED

70

OUTSIDE REPS

9 yrs

COMPANY TENURE

- Co-founded the company and led operations through scale to **\$30M+ annual revenue** (\$18M average); recognized as the 49th largest solar installer in California.
- Built the sales organization from inception to 70 outside reps and a national dealer network — drove \$130M+ in lifetime sales.
- Directed 40+ MW of installations: feasibility, permitting, transformer sizing, NEM aggregation, procurement, just-in-time inventory.
- Engineered custom software glue across operations — Salesforce ↔ Google Workspace ↔ DocuSign ↔ QuickBooks — and used it to drive measurable CAC reduction.
- Negotiated dealer fees and SPAs with FinTech lenders, distributors, and manufacturers; established direct-pay agreements that streamlined cash flow.

Vice President & Secretary, Board of Directors · Placerville Food Co-op

2024 – Present

2,506 member-owners · Placerville, CA

\$1.39M

BUILDING PURCHASE

\$155K+

CAPITAL CAMPAIGN RAISED

76

NEW MEMBER-OWNERS

2 yrs

BOARD TENURE

- Co-led a community-backed acquisition of the co-op's longtime building, moving the organization from a 15-year lease to ownership of the grocery store and the real estate together. Long-term financing through River Valley Community Bank and the Local Enterprise Assistance Fund.
- Helped raise **10% of purchase price (\$155K+ net) in months**, exceeding speed and participation expectations and adding 76 new member-owners.

HOW I WORK

- **Domain-first.** Nine years in solar operations — pricing, permitting, financing, supply chain — is what makes the platform work. I know what a confused dispatcher looks like at 7am.
- **Own the schema.** Most product mistakes I've seen are schema choices made too fast. I'd rather spend a week on the data model than ship a feature that has to be refactored two months later.
- **Cut, don't pad.** Every migration on the BriteBuild build had a reason. The product has fewer screens than a comparable horizontal SaaS — by design.

DOMAINS & METHODOLOGIES

DOMAINS

Residential & commercial solar (EPC, sales, design, financing); permitting, utility, interconnection; FinTech for solar (lenders, ITC, lease/PPA); cooperative finance & community capital

METHODOLOGIES

Schema-first design, bitemporal data, RBAC at the API boundary (not the UI), canonical state with projections, RFCs & architecture docs as a leadership tool

TOOLS

SvelteKit, PostgreSQL, Rust/WASM, TypeScript, Salesforce, AWS, Stripe Connect, DocuSign, Sentry, GitHub Actions