

Michael Daly

Full-Stack Engineer

Liverpool, UK

+44 7891 816173

hello@michaeldaly.me

[LinkedIn](#) / [GitHub](#)

I'm a full-stack engineer with **19 years** of experience building products and leading teams. I now lead engineering for Laravel Cloud's infrastructure platform, following **8 years** at SwingU, including **4 as CTO**. Leadership has made me a better engineer, but I'm a builder at heart: I enjoy understanding what's slowing people down, then building software that makes their working day easier.

Technical experience

Web and backend	TypeScript, JavaScript, Node.js, PHP / Laravel, React, Next.js, Vue / Inertia, Go, C# / .NET.
Data and operations	SQL, Postgres, PlanetScale, MySQL, SQL Server, Redis, AWS, Docker, Linux, Windows Server, Datadog, Sentry, CloudWatch.
Integrations	APIs, SDKs, webhooks, LLM APIs, Stripe, Airtable; authentication and permissions, including WorkOS; data pipelines and dashboards.
Mobile	Experience across Swift iOS and Kotlin Android products.
Python	Solid grasp of the fundamentals with some hands-on experience. I'm comfortable working in it with AI assistance, drawing on my experience across other languages.

Recent experience

Laravel

Dec 2025 – present

Senior Engineering Manager · Laravel Cloud infrastructure platform

- Led the **Core Services team** and set its **product direction**.
- Now **lead engineering for Laravel Cloud's infrastructure platform**, with a focus on reliable services, maintainable code and developer experience. I continue to support Core Services.
- Still **build and ship every day**, contributing production code through an **agentic workflow** I've developed and refined with colleagues. The platform uses Go, AWS and Laravel.
- Maintain Forge, Laravel's server provisioning and management product, shipping regular improvements in response to customer feedback. I look after its API and SDK, which other businesses and engineers rely on every day.

SwingU

2018 – 2025

CTO 2022 – 2025 · previously VP and Senior Engineer

- Built software and led a distributed team across web and mobile, with responsibility for product planning.
- Helped the platform reach **7M+ users** with year-on-year revenue growth; led engineering through the **2024 Golf Genius acquisition** and transition.
- Built SwingU's first-party API, webhooks, and integrations including Stripe and Airtable, plus data pipelines and dashboards.
- Worked across .NET / C# on Windows Server, Laravel and Go on Ubuntu, and AWS, alongside Swift and Kotlin mobile products.

How I build with AI

I use **Claude**, **OpenAI's tools** and other AI systems every day in one integrated workflow, with **SoloTerm** coordinating multiple agents and models with shared context.

- I work through each problem with a **"chief of staff" agent**, then delegate to specialist agents in CTO, CPO, design and engineering roles. Architecture and security are part of that review.
- Agents share context and challenge each other's decisions through **adversarial review**, then work through implementation in small PRs. I use voice to work through ideas across desktop, mobile and tablet.
- This has let me deliver solutions **in a single day** that would previously have taken more than a week. Overall, I'd say I'm working around **four times faster**.
- I remain responsible for quality: I **review and test the code myself**, and nothing is committed or reaches users without my **final sign-off**.

Independent product development

I'm building golf products and software for training providers, covering coaching, scheduling, payments, communications and reporting. These are the same kinds of operational workflows that education businesses run on, and they give me direct ownership of both the product decisions and the software.

Earlier experience

EcoOnline

2017 – 2018

Senior Software Developer

Developed the enterprise health and safety web application and core services.

Interact Intranet

2016 – 2017

Software Developer

Built custom CMS features and real-time communication tools.

Columbus Global

2013 – 2016

Software Developer

Developed ecommerce solutions for multichannel retailers.

City of Liverpool College

2007 – 2013

Application and Web Developer

Progressed from Junior Application Developer. Built the in-house CMS and managed the staff intranet and external website.

What I would bring to LBA

A builder who has run the whole show and chooses to build. I'd sit with coaches and operations to find the workflow causing the most friction, ship a useful first version quickly, and let their feedback shape each iteration. I'd take ownership of reliability and student data as it grows, and help the strongest internal tools become products for students.