

# Rahul Keerthi

Product-minded engineer building football data products and open-source tooling.

London, UK · ILR (right to work UK) · open to relocation · [rahulkeerthi2@gmail.com](mailto:rahulkeerthi2@gmail.com) · [withqwerty.com](http://withqwerty.com)

## ABOUT

Senior product-minded engineer with experience across zero-to-one product work, football data infrastructure, identity resolution, and applied analytics tooling. I have built and operated live football products end to end: footyapps, a revenue-generating football SaaS directory with 8,000 monthly users; the Reep Register, an open football entity resolver covering 400,000 people and 45,000 teams across 30+ providers; and agent-native tooling for working with Opta, StatsBomb, Wyscout, SportMonks, FBref, and Wikidata. Before moving full-time into football, I spent four years shipping product in health tech and seven years in strategy consulting for data-heavy telecoms clients. I am looking for a senior football tech role close to messy provider data, production systems, and demanding users.

## EXPERIENCE

### Founder · withqwerty

2025 - present · London

- Founded and operate a portfolio of football data products spanning SaaS, open-source projects, editorial content, and agent-native tooling.
- Own the full production loop: product framing, data modelling, provider integration, frontend, backend, infrastructure, payments, documentation, support, analytics, and distribution.
- Built systems around messy football-provider data: entity resolution, provider semantics, search, lookup APIs, cron-backed ingestion, live score monitoring, and replayable automation.
- Contract work for football clubs and data providers. Forward-deployed engagements on data infrastructure and analytics tooling.

### Product Engineer · Awell Health

2020 - 2025 · Belgium · 12-person health-tech

- Wore many hats by design. Engineering, product management, technical customer success.
- After 1.5 years as a junior, led a three-person engineering squad using Shape Up. Wrote the pitches and technical plans. Acted as deputy to the product manager. Owned delivery from problem framing to ship.
- Responsible for technical customer success. Forward-deployed into healthcare provider engagements, translating clinical-workflow problems into shippable product inside a highly regulated domain and demanding customers (hospitals, enterprise health tech).
- Implemented the company's first component library. Shipped a full redesign of the workflow-canvas tool that sits at the centre of the product.
- Drove the first use of AI inside the product, ahead of the wave. Prototyped early LLM-assisted workflow design tooling.

### Business Analyst, Consultant, Senior Consultant, Manager · Cartesian

2010 - 2018 · UK / US / Africa · TMT strategy consultancy

- Reprioritised a UK Tier-1 telco's outdoor WiFi rollout. Used ArcGIS overlays of consumer footfall, population density, and commuter flows. The new plan hit daily subscriber-usage targets in half the estimated time, on 80% of the planned budget. That kind of result is rare in telco infrastructure delivery.
- Delivered regulatory and strategy engagements for telcos, regulators, and search platforms. Worked on NFC payments, search-engine policy, e-SIM rollout, and multi-territory fibre programmes.
- Wrote technical RFPs and pitched Tier-1 clients across the UK, US, and Africa. Owned client relationships from kickoff through delivery.

### Founder & Producer · Jumpers for Goalposts

2019 · London

- Created and produced an 800-attendee football festival in London, spanning talks, panels, screenings, a marketplace, and exhibitions. Started as an attempt to build a live community around football culture before COVID-19 forced a pivot into software.

## SKILLS

### LANGUAGES

TypeScript · Python · SQL · Swift

### FRAMEWORKS

Next.js · React · Astro · React Native / Expo · Tailwind · D3.js

### DATA

Postgres · D1 · SQLite FTS5 · DuckDB · R2 · KV · ArcGIS

### INFRA

Cloudflare Workers / Pages / D1 / KV / R2 · OpenNext · Stripe · Resend · Railway · GitHub Actions

### AI / AGENTS

MCP servers · Claude Code plugins · Anthropic SDK · prompt design · agent-native architecture

### WAYS OF WORKING

Shape Up · forward-deployed delivery · client engagement · PM-adjacent product work

## EDUCATION

### Masters in Management

London Business School  
2009 - 2010 · London

### BA, Economics & Sociology

Brown University  
2005 - 2009 · Providence, RI

## CONTACT

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### SITE

[withqwerty.com](http://withqwerty.com)

### GITHUB

[github.com/withqwerty](https://github.com/withqwerty)

### TWITTER

[@withqwerty](https://twitter.com/withqwerty)

### LINKEDIN

[linkedin.com/in/rahulkeerthi](https://linkedin.com/in/rahulkeerthi)

**SELECTED PROJECTS****The Reep Register**

Football entity ID register. 400K people, 45K teams, 30+ providers.

- Open football identity layer built around Wikidata QIDs, provider IDs, aliases, and deterministic reconciliation. 156 GitHub stars and 3,300 API requests per month on RapidAPI.
- Distributed as a Cloudflare Workers API and open CSV release so other developers can bridge IDs across football data sources.

**withqwerty.com**

Editorial home for football data stories and open-source projects.

- Astro and D3 site deployed to Cloudflare Pages with Workers, KV, D1, server-rendered social images, sitemap, and structured data.
- Includes Elo timelines, Monte Carlo season forecasts, squad-age models, broadcast-rights maps, data-ecosystem networks, and autonomous scorigami grids.

**footyapps.com**

Football SaaS directory. 8,000 monthly users. Next.js 16 on Cloudflare Workers.

- Built and operated solo from blank canvas to live revenue product: multi-currency Stripe subscriptions, magic-link auth, reviews, claims with domain verification, FTS5 search, and EN/DE/NL localisation.
- Runs on three Cloudflare Workers covering app discovery, review sync, analytics rollup, link health, outreach, browser-based research, and R2 screenshots.
- footyapps.com/tv runs on the same stack. Ten curated channels of football content, 24/7.

**Nutmeg + Football Docs**

Agent-native football data tooling. Claude Code plugin and MCP server.

- Nutmeg packages football analytics workflows into 10 skills, 3 specialised agents, and 7 data-provider integrations.
- Football Docs indexes 640 documentation chunks across StatsBomb, Opta, SportMonks, Wyscout, and FBref so agents can retrieve provider semantics natively.

**Mobile (qfax, myTeam, opps)**

Three cross-platform iOS and Android apps. React Native and Expo.

- Shipped three production mobile apps in six months (Sept 2025 to Feb 2026), working with live football data, complex APIs, and mobile data visualisation. The underlying data layer became the durable focus.