

CONTACT

EMAIL
lance@adminout.net

LOCATION
Johannesburg, South Africa

WORKS WITH
UK and US teams, remotely

PORTFOLIO
adminout.net/resume/portfolio

SKILLS

Engineering

Python · Django · Django REST Framework · Celery · TypeScript · Next.js · Nuxt · Vue · PostgreSQL · Redis · RabbitMQ

Integrations

HubSpot · Shopify · NetSuite · Bullhorn · Microsoft Graph · Dynamics 365 · Business Central · Sage 100 Contractor · QuickBooks · REST APIs · Webhooks

Cloud and DevOps

AWS ECS / Fargate · Azure · Cloudflare Workers · Terraform · Docker · GitHub Actions · Sentry · Grafana

AI

LLM agents (pydantic-ai) · MCP servers · AI-assisted engineering

Leadership

Technical leadership · Code review · Architecture decisions · Client delivery · SLAs and security policy

Lance Moore

Senior software engineer and integration specialist

PROFILE

I design, build and run the systems businesses depend on: integration platforms, ERPs, multi-tenant SaaS and the cloud infrastructure behind them. I bring 11+ years of software delivery as an independent consultant, a technical co-founder and the lead engineer on client platforms in the UK, US and South Africa. Before software I spent over a decade as a pharmacist, which still shapes how I build for regulated, compliance-heavy businesses.

EXPERIENCE

Lead Software Engineer

Jun 2026 – Present

Purpose Factory Partners · 6 mos

A US leadership-coaching and business-advisory group, building an AI and data platform for its member companies.

- Lead engineer on a multi-tenant operations platform for the group and its member companies. Wrote most of the code (451 of 565 merged pull requests) and own the architecture through 40+ recorded design decisions.
- Own the Azure infrastructure end to end: Terraform, a self-hosted CI runner and 18 GitHub Actions pipelines for a Django/Celery API and Next.js front ends on Cloudflare Workers.
- Built Microsoft 365 and Google Workspace integrations behind a Microsoft-verified app, an MCP server for AI agents, and a read-only Sage 100 Contractor integration across seven companies, blocked from personal data.
- Lead and review a small distributed team. Shipped a second product on the same infrastructure: an omnichannel messaging console for a non-profit.

Co-founder

Sep 2023 – Present

FlowConnect · 3 yrs 3 mos

An integration platform (iPaaS) that keeps a company's CRM, e-commerce, ERP, recruiting and phone systems in step. Spun out of Six & Flow, a UK HubSpot agency, where I am Development Lead.

- Designed and built the integration engine (Django, Celery, Postgres, RabbitMQ) from the first commit.
- Delivered and support 29 client integrations across about 38 connectors, linking HubSpot with Shopify, OrderWise, NetSuite, Dynamics / Business Central, Bullhorn, Workday and others.
- Run the AWS infrastructure (ECS/Fargate, Terraform) with gated deploys, rollback, and Sentry and Grafana monitoring. Built the multi-tenant client dashboard and an on-site agent for clients' on-premises systems.
- Added HubSpot embedded calling and SMS logging to a major contact-centre vendor's official HubSpot integration.
- Lead the engineering team (hiring and code review) and act as the technical contact for clients. Wrote the SLA, security policy and support agreements.

AT A GLANCE

11+
years building and running software

29
client integrations delivered through FlowConnect

451
of the 565 merged pull requests on the platform I lead

13+
years in pharmacy and GMP manufacturing

INDUSTRIES

Manufacturing (GMP) · Pharmacy · Recruitment · E-commerce · Contact centres · Business advisory · Non-profit · Metal recycling · Retail

PORTFOLIO

See the work
Project write-ups and screenshots at adminout.net/resume/portfolio

EXPERIENCE, CONTINUED

Senior Software Engineering Lead
Apr 2018 – May 2023

Accruvia | ROI Developers · 5 yrs 2 mos

A custom software development house specialising in API integrations.

- Planned, built, deployed and maintained custom software for the company's clients.
- Introduced agile workflows, code quality standards and automated CI/CD pipelines that increased delivery speed, improved estimation and significantly reduced end-user downtime.
- Introduced hiring processes that significantly reduced developer churn.

Director
Jan 2017 – Present

AdminOut (Pty) Ltd · 9 yrs 11 mos

My software consultancy, through which I deliver independent client work.

- Built the batch manufacturing ERP that took W.Last, a GMP complementary-medicine manufacturer, off paper. In 2026 rebuilt it on Django and Next.js with a full migration from the legacy system.
- Built the Virtual Inspection system for the Metal Recyclers Association of South Africa, approved by the South African Police Service and in production since 2021.
- Long-running client relationships, with nearly every client returning for follow-up work.

Freelance Software Engineer
Feb 2015 – Jan 2018

Gift2Give · 3 yrs

- Built a gift voucher redemption proxy server and terminal UI for a chain of malls and retailers, and ran its Linux and Apache servers.

Acting Responsible Pharmacist
Sep 2009 – Aug 2019

W.LAST Manufacturing · 10 yrs

- Responsible for GMP compliance through SOPs, for FDA and SAHPRA registrations, and for procurement and product formulation at a complementary-medicine factory.

EARLIER CAREER: PHARMACY

Pharmacy Manager (community service)
Jun 2008 – Jun 2009

Fezile Dabi District Municipality · 1 yr 1 mo

Locum Retail Pharmacist
Oct 2005 – Aug 2017

Springbok Pharmacy · 11 yrs 11 mos

EDUCATION

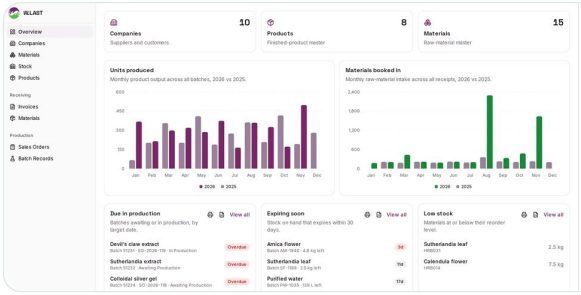
Bachelor of Pharmacy
2006

University of the Witwatersrand

Selected work

Recent projects I designed, built and run

Screenshots show demo data
adminout.net/resume/portfolio

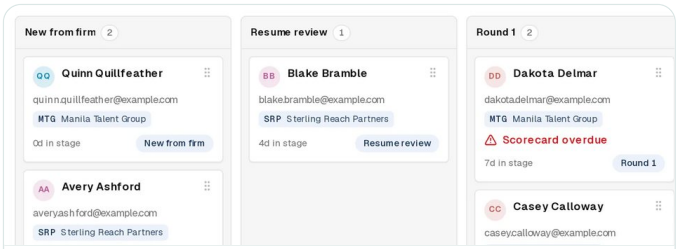


Batch manufacturing ERP, rebuilt

W.Last, GMP manufacturer · Sole developer

Rebuilt the ERP that took the factory off paper. Every material, product, supplier and batch record moved across, and it now runs the factory day to day. Live in production, replacing the legacy system with no data left behind.

Django · Django REST Framework · Next.js · PostgreSQL



Multi-company operations platform

US business-advisory group · Lead engineer

One place for communications, documents, recruiting, estimating and accounting data across member companies, with AI agents working on top of it.

Django · Celery · PostgreSQL · Next.js · Azure

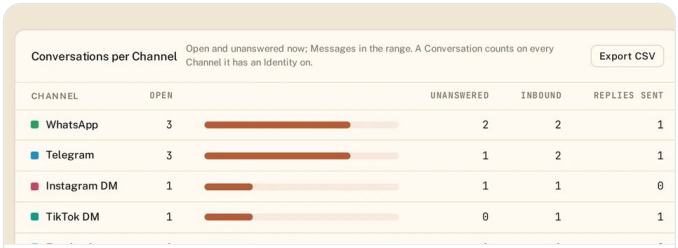


FlowConnect integration platform

Co-founded · Co-founder and lead architect

Keeps clients' CRM, e-commerce, ERP, recruiting and phone systems in step automatically, with alerts when something breaks. 29 client integrations.

Django · Celery · PostgreSQL · RabbitMQ · AWS

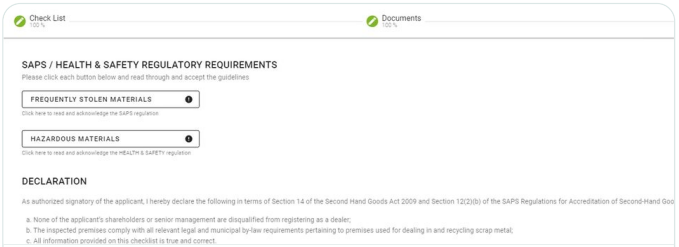


Omnichannel messaging console

Non-profit outreach organisation · Lead developer

Brings conversations from eight channels into one inbox per contact, with a pipeline and analytics behind it. Rebuilt from a contractor's prototype.

Django · Next.js · Cloudflare Workers · Docker



Virtual Inspection system

Metal Recyclers Association of SA · Designer and developer

Replaces physical annual inspections of scrap-metal dealers with a virtual process approved by the South African Police Service. In production since 2021.

Django · Vue



HubSpot calling and SMS

Major contact-centre SaaS vendor · Integration engineer

Added embedded calling inside HubSpot and SMS logging to the vendor's official HubSpot integration, working in the vendor's own repositories.

JavaScript · HubSpot Calling Extensions SDK · Ruby



National cryptocurrency rollout

Crypto as legal tender · Contractor team lead

Brought in to resolve severe issues that surfaced during a national rollout of cryptocurrency as legal tender, leading a team of contractors and supporting the project's stakeholders.