

Contact

www.linkedin.com/in/yarrumretep
(LinkedIn)
www.quantrix.com (Company)

Top Skills

Executive Management
Smart Contracts
Blockchain

Peter Murray

Murray Consulting
Portland, Maine Metropolitan Area

Summary

I am an executive leader who builds and transforms software businesses at the intersection of finance, compliance, and technology. Across my career I've been brought in to lead teams through complex transitions—whether launching new products, rebuilding platforms from the ground up, or guiding companies through acquisition.

As CEO of DAVO Technologies, I was recruited to turn around the company, rebuild its core technology, and reposition the business on sales tax automation for small businesses. By forging partnerships with Square, Clover, and Toast, we scaled distribution nationwide and grew adoption to the point where Avalara acquired the company in 2021. At Avalara, I continued scaling SMB sales tax automation as part of the market-leading compliance platform, ensuring a seamless integration and expansion of the offering.

Earlier in my career, I founded Quantrix, pioneering multidimensional modeling tools that redefined how finance teams and analysts approached business modeling. Today, I continue to leverage this mix of entrepreneurial drive and operational discipline to lead teams, reset strategy when needed, and deliver results.

I thrive in high-stakes environments where the mandate is equal parts vision and execution: setting strategy at the board level while rolling up my sleeves with engineering, product, and go-to-market teams to make it real.

Experience

bluShift Aerospace
Board Member
May 2024 - Present (2 years 6 months)
Brunswick, Maine, United States

Avalara

VP, General Manager of DAVO

April 2021 - March 2023 (2 years)

Westbrook, Maine, United States

Following Avalara's acquisition of DAVO, led the integration and scaling of the SMB sales tax automation business. Oversaw product roadmap, engineering alignment, and go-to-market execution to ensure seamless adoption within Avalara's platform. Drove expansion of the SMB segment, leveraging domain expertise and ecosystem relationships to enhance Avalara's position as the leading provider of automated compliance solutions.

DAVO Sales Tax

CEO

March 2019 - April 2021 (2 years 2 months)

Westbrook, Maine

Recruited as CEO to lead a turnaround of DAVO Technologies. Built the team to drive scalability, led the rebuild of the company's technology platform from the ground up and refocused the business strategy on sales tax automation for small businesses. Established strategic partnerships with leading POS providers (Square, Clover, Toast) that drove distribution and customer adoption at scale. Led fundraising, organizational restructuring, and market repositioning that culminated in DAVO's acquisition by Avalara in 2021.

optionality.io

Founder / CTO

August 2017 - March 2019 (1 year 8 months)

Portland, Maine Area

Designed and developed a decentralized options trading platform on the Ethereum network. Developed smart contract functionality to write covered call and put options between ERC-20 token pairs. Developed decentralized exchange to buy/sell those options. Designed and built front-end d'app for access to options marketplace.

Murray Consulting

Contract CTO / Technology Strategy / Cryptocurrency Strategy & Implementation

January 2001 - March 2019 (18 years 3 months)

Consulting with clients on implementation and strategy regarding public and private blockchain initiatives. Developed architecture for a multi-currency mobile wallet with smart contract enabled peer-to-peer lending. Built and

operated a multi-currency ICO platform used in the BioCoin ICO in October 2017. Developed several open-source modules in use by the Ethereum community. Developed and shepherded to finalization an Ethereum standard for minimal proxy contracts, EIP-1167.

IDBS

Chief Technology Officer

September 2014 - April 2016 (1 year 8 months)

Portland, Maine Area

Led team of 130+ software engineers, quality engineers, U/X designers, and business analysts delivering globally recognized scientific data management software. Designed and executed transformation from monolithic waterfall process to agile methodology resulting in accelerated feature delivery, higher software quality and lower cost. Transitioned core product release cycle from more than 12 months per release to a quarterly release rhythm while simultaneously delivering 2 new products to market. Championed and implemented SaaS offering of core product.

Daktari Diagnostics

Vice President of Connectivity and Software

October 2013 - September 2014 (1 year)

Cambridge, MA

Built and led team responsible for development of firmware and software aspects of the flagship Daktari CD4 field diagnostic device. Negotiated and implemented worldwide data coverage network with cellular carriers. Delivered and tested device fleet management and clinical data delivery solution in the field in several African countries.

Quantrix

Founder / CTO

January 2001 - December 2010 (10 years)

Led engineering efforts and business development activities to build Quantrix from zero to strategic acquisition by IDBS. Oversaw all technical operations, research, architecture, and software development of Quantrix Modeler, a sophisticated financial modeling application. Architected high performance multi-dimensional calculation engine and thin-client, multi-user interface.

Gofish.com

CTO

1999 - 2001 (2 years)

Architected and developed specialized half-blind auction software for business-to-business seafood sales and invoice factoring. Managed team of twenty-five technology specialists to achieve 99.999% uptime while delivering bi-weekly feature releases.

New England Internet Services

Founder / President / CTO

1995 - 1999 (4 years)

Created and grew high-end Internet connectivity, consulting, and software development business serving northern New England. Built the business by merger and expanded management team to continue growth. Managed acquisition of the business in regional roll-up.

Lighthouse Design, Ltd.

Lead Software Engineer

1992 - 1995 (3 years)

Education

Stanford University

B.Sc., Symbolic Systems · (1988 - 1992)

Portland High School

· (1983 - 1987)

Waynelete

· (1981 - 1982)