Martijn van Exel

Expert Geospatial Technologist

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I am an expert geospatial technologist with a 20 year career in software engineering, data analysis and processing, engineering management, product management, strategic leadership, governance, and consulting roles. In my next role, I want to bring my 20+ years of geospatial expertise across data, software and services to a mission-driven organization facing complex geospatial challenges.

Career Overview

Founder and Project Lead, MapRoulette   2012 - present

MapRoulette is an open source geospatial QA platform that is a key part of OpenStreetMap data quality assurance. Trusted and used by companies like Meta, Apple, Microsoft, Lyft.

- Developed initial versions using Python, PostgreSQL, PostGIS, HTML and Javascript
- Project lead responsible for strategic planning, stakeholder engagement and fundraising
- Secured close to $1M in funding and joined OSM as a Charter Project in 2023

Geospatial Data Engineer, ready.net   2024

Ready.net is a startup building geospatial intelligence tools to help bring broadband connectivity to unserved and underserved communities across the United States.

- Created an open data inventory and architecture to support expansion into new markets
- Mentored junior engineers to build geospatial expertise in the data team

Senior Geospatial Software Engineer, Geosite   2023 - 2024 (acquisition)

Geosite was a geospatial intelligence startup in the fast-growing insurtech space. Geosite's platform offers a map-based view of policies, perils and their impact on insured properties.

- Implemented scalable geospatial ELT data pipelines for large raster and vector datasets
- Responsible for maintaining and improving core back end services and APIs
- Introduced and implemented a serverless architecture for raster and vector data

Geospatial Consultant, Meta / Amazon   2022 - 2023

Meta and Amazon have a large stake in geospatial technology. As a consultant, I was able to bring in and apply expert knowledge of geospatial software, open data and crowdsourcing.

- Consulted on best practices and tooling for distributed GIS operator teams
- Helped orchestrate testing, launch and promotion of the Rapid OSM editor

- Advised on community growth strategy for Mapillary, a crowdsourced SLI platform

Senior Product Manager, Maps, HERE Technologies   2021 - 2022

HERE Technologies is a leading location platform company serving the automotive industry, transport and logistics, mobility, manufacturing, retail and the public sector.

- Created an open data product portfolio with $50M projected revenue in the first 5 years
- Worked with engineering, product marketing, sales and senior leadership to establish go-to-market strategy, revenue projections and content delivery platform

Director, OpenStreetMap Foundation / OpenStreetMap United States   2011 - 2021

- Served on the boards of the OSM Foundation and OSM United States
- Implemented impactful new governance structures: Local OSM Chapters, Charter Projects Advisory Board, and a Corporate Membership program

Senior Software Engineer in Maps, TomTom   2019 - 2021

TomTom is a geospatial data and technology powerhouse with a 30 year track record of innovation in mapping and navigation.

- Developed a big data map quality metrics dashboard on Azure, see [TomTom blog](#)
- Developed an OCR / NLP system for extracting business data from printed sources

Geospatial Data & Software Engineer, Engineering Manager, Telenav   2012 - 2019

Telenav is a trailblazing supplier of in-vehicle mapping and navigation solutions serving customers like Toyota, Lexus, GM and Ford

- Built data models, software and infrastructure to enable full transition to OSM data
- Promoted to Engineering Manager in 2015, implemented Agile practices
- Hired and managed an industry-first data QA team and 5 software engineers

Skills

- Strong soft skills: mentorship, servant leadership, cross-functional communication
- 15+ years of backend development with Python / Flask / FastAPI / PostgreSQL
- 15+ years of geospatial data wrangling including very large scale cloud ELT pipelines
- Mediocre but serviceable frontend development skills

Education

- University of Amsterdam, BA and MA, Urban and Regional Planning. 1991 - 1997
- Hogeschool Holland (Amsterdam), BA, Mathematics, 1992 - 1995