

Rahul Keerthi

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

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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 908,000+ entities across 21 providers; and agent-native tooling for working with Opta, StatsBomb, Wyscout, SportMonks, FBref, and Wikidata. I am currently contracted by a Premier League club to build and integrate a new analytics-adjacent platform into their systems and workflows. Before moving full-time into football, I spent five years shipping product in health tech and eight 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 Ltd. (t/a 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, front-end, back-end, 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.
- Contracted by a Premier League club through summer 2026 to build and integrate a new analytics-adjacent platform into the club's existing systems and workflows.
- Further contract work for football clubs and data providers on data infrastructure and analytics tooling.

Product Engineer · Awell Health

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

- Spanned engineering, product management, and technical customer success by design.
- 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.
- Owned 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, spanning 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 · JavaScript · Python · SQL

FRAMEWORKS

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

DATA

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

INFRA

Cloudflare Workers / Pages / D1 / KV / R2 · GCP · 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

SPOKEN LANGUAGES

English (Native) · Spanish (Conversational) · Japanese (Basic)

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

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GITHUB

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TWITTER

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LINKEDIN

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SELECTED PROJECTS

The Reep Register

Football entity ID register. 908K+ entities, 2.8M+ bridges, 21 providers.

- Public v1 relaunch: one stable Reep ID per player, team, coach, competition, season, stage, and match, bridged across 21 data providers with 2.8M+ provider bridges. Wikidata QIDs are now a labelled overlay rather than the backbone identity.
- The frozen v0 register (built on Wikidata QIDs) ran for over a year on RapidAPI with sustained usage (3,300 requests/month, 183 GitHub stars) before the v1 migration.

FPL Genius

Season-wrapped Fantasy Premier League decision-scoring product. fplgeni.us.

- Built and shipped solo: scores Fantasy Premier League managers on decision quality (transfers, captaincy, chip usage) against a points-above-replacement model, rather than final rank, then renders results into an archetype and a shareable season-wrapped recap.
- Model calibration runs on a bounded offline search harness with strict calibration/exploration/holdout separation and rolling-origin evaluation to guard against overfitting a single season. React 19, Vite, and Express on Fly.io, served from Cloudflare R2.

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 1,200+ documentation chunks across 19 providers, including 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.