

Peter Rice

SENIOR SOFTWARE ENGINEER

Brooklyn, NY 11216

✉ peter@pvsr.dev 🌐 pvsr 🌐 Peter Rice

Summary

Senior backend engineer with seven years at HubSpot, most recently building production AI agents, skills, and evals. Worked with large CRM datasets to build a real-time insights system and maintain a layer of the reporting platform.

Experience

Senior Software Engineer II

HubSpot

Cambridge, MA

ROLES: SWE (FROM 2019), SSWE I (2021), TECH LEAD (2021), SSWE II (2025)

Sep 2019 - Oct 2026

- Built an agent, skills, and tools on HubSpot's AI platform to draft sales emails grounded in prospects' CRM data (e.g. meeting transcripts, signals from other agentic systems), matching company and personal writing style, and drawing on email templates. Raised draft acceptance from below 30% to above 50% during a beta while cutting latency from 30+ to 15 seconds and incorporating customer feedback.
- Designed a suite of 50+ LLM-judge evals based on failure modes identified from hand-reviewed production traces and customer feedback, plus tool-level regression tests using synthetic data. Used it to verify agent fixes that cut draft-generation failures from as high as 20% to near zero.
- Led the build of a greenfield system that proactively generated insights from customers' CRM data (e.g. deals to focus on, notable trends, data-quality issues), processing millions of CRM events per day to generate tens of thousands of real-time insights.
- As a Tech Lead, grew a backend team from 1 to 4 ICs (including an intern) supporting two frontend teams, setting priorities with product, design, and other tech leads while staying the most senior engineer: designing systems, writing and reviewing code, and mentoring teammates to lead projects.
- Built a migration framework to enable HubSpot teams to update users' saved reports in bulk, targeting a subset of the tens of millions of saved reports and rolling out migrations in phases, first at render time only and then in an update to stored report data. Kept render-path latency under 40ms for the vast majority of reports, which don't need migration. After six years, the framework still handles several new migrations per month.
- Owned bidirectional sync of recurring meetings between Google Calendar/Outlook and HubSpot's calendar during a one-quarter embed on the Meeting Execution team. Started with no calendar API experience and delivered a fully functional and well-tested sync system ahead of the embed's scheduled end.

Java Developer

SmartBrief

Washington, DC

ASSOCIATE JAVA DEVELOPER UNTIL 2018

Sep 2017 - Jul 2019

- Built and maintained Java services (and sometimes React UIs) handling content and ad placement for 100+ industry newsletters, email sending infrastructure, and internal dashboards.

Education

James Madison University

HARRISONBURG, VA

B.S. in Computer Science

Aug 2013 - May 2017

Skills

AI

Production Agents, LLM Evals, AI-Assisted Development

Focus Areas

AI Product Engineering, Distributed Systems, Web Development

Languages

Java, TypeScript, Rust, Python, Zig

Data Stores

MySQL, Kafka, Elastic, SQS, Redis, SQLite