

Summary

Engineering leader with 15+ years leading digital commerce and platform modernization across global e-commerce organizations. Scaled a 75-person engineering organization, improved deploy times by 90%, and maintained 99.99% uptime while driving AI operating models, experimentation, and revenue-critical platform reliability.

Professional Experience

Global Director of Digital Experience Engineering, VF Corporation | Jun 2022 - Jun 2026

Denver, CO (Remote)

- Led a 75-person global engineering organization across the US, Switzerland, and India supporting revenue-critical e-commerce platforms for The North Face, Vans, and Timberland.
- Created and governed an AI operating model across 3 global brands and 3 capability areas: personalization, experimentation, and content generation.
- Led a MACH-based headless commerce migration on Netlify edge architecture, reducing deploy times by 90% and shifting release cadence from bi-weekly to daily.
- Drove Core Web Vitals optimization across DTC digital experiences, reducing LCP by 50%+ and contributing to conversion rate gains.
- Accelerated content and experiment delivery by 30%+ by building shared platform capabilities while preserving brand autonomy.
- Protected peak-period revenue by maintaining 99.99% uptime and zero revenue-impacting outages during Black Friday and holiday traffic windows.

MACH Alliance Ambassador, MACH Alliance | May 2025 - Present

- Represent enterprise engineering perspectives within the MACH Alliance, translating modern architecture principles into practical adoption paths for large organizations.
- Participated in the inaugural MACH AI Exchange cohort, focused on architecture, integration, governance, and scalable responsible AI deployment within commerce environments.
- Act as an evangelist and speaker at conferences and meetups on composable architecture, MACH, and practical AI adoption.

Vice President of Technology, V SHRED | Nov 2020 - Jun 2022

Las Vegas, NV (Remote)

- Owned technology strategy, budget, and P&L-aligned investment decisions for a \$250M+ annual revenue DTC e-commerce business while scaling Engineering, QA, and Product to 85 people.
- Organized 6 agile delivery squads with clear product ownership, QA support, and delivery accountability tied to aggressive 2x growth targets.
- Modernized a commerce platform supporting 1M+ daily pageviews by moving from a monolith to cloud-native, API-first SaaS, reducing infrastructure cost pressure and improving release speed.
- Built analytics and experimentation infrastructure, giving product and marketing teams better data for prioritization and high-impact testing.
- Protected peak promotion periods by strengthening resilience engineering and operational readiness.

Additional Experience

Earlier roles spanning enterprise architecture, healthcare, fintech, consulting, retail, and product engineering.

- **Director of Technology**, Soleer | 2020
- **Principal Solution Architect**, FIS Global | 2020
- **Senior Engineering Manager**, XCentium | 2018 - 2020
- **Lead Front-End Architect**, UnitedHealth Group | 2017 - 2018
- **Senior Front-End Developer**, virtuwell by HealthPartners | 2012 - 2017

Skills

- **Leadership:** Hiring, org design, roadmap planning, OKRs, agile delivery, incident management, offshore/global teams, budgets, vendor management, cross-functional leadership.
- **Commerce & Platforms:** Shopify, Salesforce Commerce Cloud, Contentful, Netlify, Vercel, AWS, Azure, GCP, Cloudflare, Akamai, Algolia, BigCommerce, Bloomreach, Salsify.
- **Data, Analytics & Experimentation:** GA4, Amplitude, Optimizely, LaunchDarkly, Looker, Tableau, Snowflake, BigQuery, Databricks, experimentation infrastructure, A/B testing, funnel analytics.
- **AI & Automation:** OpenAI, Claude, Kimi, Codex, GitHub Copilot, custom agents, MCP-based integrations, workflow automation, prompt ops, responsible AI governance, AI evaluation.
- **Product & Growth:** Digital commerce, CRO, personalization, retention, subscription/DTC, content operations, product information workflows, data-driven prioritization.
- **Engineering:** Frontend, backend, APIs, cloud-native architecture, edge architecture, DevOps, CI/CD, observability, performance optimization, security/compliance.

AI and Emerging Technology

- Built an internal AI hub that gave business teams one governed place to use approved AI models, connect to internal tools and vendors, and track usage.
- Made analytics reporting self-service, cutting report turnaround to a fraction of the prior effort and freeing data scientists for higher-value work.
- Built AI-assisted code review and development workflows that followed internal architecture standards and current third-party technical docs.
- Helped shape the AI governance model, including recommendation review, model access, guardrails, and accountable ownership.
- Partnered with Bloomreach on AI-powered commerce use cases tied to personalization, promotions, and cross-brand digital experiences.
- Contributed MACH AI Exchange concepts for B2B wholesale AI agents and B2C cross-brand promotion.

Education

- Bachelor of Science, Marketing and Management | University of Wisconsin-La Crosse
- MFA Coursework, Web Design and New Media | Academy of Art University, San Francisco, CA