



PRODUCT AND PLATFORM ENGINEERING LEADER

Product-minded engineering leader with two decades in software and seven years in management. Progressed from hands-on product architecture to leading managers and multiple teams at Webflow, helping expand a visual design tool into an enterprise digital experience platform. Turns architectural constraints into commercial opportunities, aligns technical investment with product strategy, and develops leaders who can own complex decisions and outcomes.

Product strategy · Platform architecture · Distributed systems · Organizational design
Hiring and career development · Performance management · Cross-functional leadership

PROFESSIONAL EXPERIENCE

WEBFLOW

Senior Engineering Manager

APR 2023–JUN 2026 | Pillar Lead, Compose & Localize from late 2024

Accountable for technical direction, staffing, and outcomes across customer-facing platform teams, in partnership with Product and Design. Scope grew to 25 people across five teams, including three engineering managers.

- Expanded the enterprise business through native Localization, enabling customers to operate multilingual websites within Webflow. Shaped build-versus-buy strategy with Product, secured staffing, and guided technical leads across parallel workstreams from discovery through commercial launch.
- Led engineering integration of Intellimize into Webflow Optimize, opening a new experimentation and personalization revenue stream. Contributed technical diligence and partnered with acquired leaders to establish working agreements, clear roles, and cross-company pods. Guided content-model tradeoffs that protected launch and future rendering options; the product exceeded its initial revenue target.
- Championed foundational CMS replatforming to make the future product vision viable, then led the 2025–2026 MongoDB-to-Aurora PostgreSQL program. Aligned storage with customer-defined schemas for efficient reads and million-plus-item enterprise use cases. Convened an in-person kickoff on requirements and solution approaches, followed by time-boxed, competing technical spikes. Chose Aurora for Webflow's long-term strategic interests; sequenced the entire program around identifying and retiring risk.
- Hired three engineering managers across growth and backfills, addressed underperformance, and coached leaders through performance reviews and staffing decisions. Helped establish Argentina-based composable commerce leadership; shaped hiring criteria and piloted the regional pooled-interview process, including specialized manager and Staff engineer needs.
- Developed technical leaders through sustained coaching and promotion advocacy: junior to Staff, intermediate to Senior Staff, and multiple intermediate-to-Senior progressions. Supported QA-to-SWE and IC-to-manager transitions, expanding ownership while holding clear performance expectations.
- Empowered an engineer to lead weekly platform-health reviews, creating a team-led improvement practice that surfaced a 37% reduction in Mongo data-transfer costs. Built operating processes with managers and Staff engineers; teams met incident-follow-up and security SLAs across FY25.
- Led the Site Discovery team delivering AI-powered technical SEO in 2025: automated audits and generation of metadata, alt text, and schema markup, reducing manual site maintenance. Advanced AI-assisted development through peer demonstrations, trial sprints, feedback, and agent-accessible local-development tooling.

WEBFLOW CONTINUED

Engineering Manager

MAR 2019–MAR 2023

- Turned a CMS performance crisis into an enterprise growth opportunity. Partnered with Product on higher-capacity paid offerings and staged frontend and backend improvements to unlock larger customer use cases ahead of longer-term platform evolution. The Data Manager redesign cut related support tickets by 50% and raised CMS satisfaction to 70%.
- Developed engineers into workstream owners and integrated quality specialists early in development. The team's cross-functional bug triage and Customer Success partnerships became practices adopted more broadly across Webflow.
- Led the 2022 engineering hiring overhaul with engineering leadership and Recruiting. Built rubrics, interviewer training with shadowing, leading, and calibration, and an eligibility map for scheduling. Expanded the interview pool from a small group to the majority of Engineering, improving consistency and relieving interview bottlenecks.

WEBFLOW

Senior Software Engineer / Technical Lead

NOV 2016–FEB 2019

- Assembled the first working static renderer during Webflow's Knockout-to-React rewrite. Rebuilt browser-dependent selector logic as an isomorphic algorithm with a partial CSS parser, moving critical data-model safety checks to the backend. Introduced unit and acceptance tests to verify legacy parity, and tuned performance to make the migration shippable.
- Led Ecommerce from proof of concept to commercial launch, enabling custom storefronts, carts, and checkout. Owned frontend architecture and implementation with a backend partner, including hybrid rendering and Stripe integration. Built distributed technical ownership as the team grew; promoted into Webflow's first engineering-manager cohort to lead the expanding team.

ORIGINATE

JavaScript Architect / Senior Software Engineer

2012–2016

- Took Stateless Networks from a three-week prototype to a network-automation product. Led frontend architecture, UX, and coaching; delivered Originate's first fully test-driven frontend, supporting customer demonstrations and fundraising.
- Led new engineers to deliver a stalled MGM product through hands-on development and coaching in legacy code, planning, and client communication. As JavaScript Architect, established cross-project code-review standards and test-driven development training.

CARD GNOME · Senior Ruby on Rails Developer · 2010–2012

Led four developers building ecommerce; created the greeting-card editor and Ruby web-to-print pipeline connecting online customization to print-ready PDFs and fulfillment. Introduced behavior-driven development to clarify acceptance criteria and automate testing.

STUDIODBC · Co-Founder and Web Developer · 2008–2010

Co-founded a consultancy delivering branded websites and ecommerce for small businesses. Translated client and designer requirements into working products, owning data models, application logic, interfaces, deployment, and hosting.

CURRENT TECHNICAL WORK

Building TradeAssembly in Rust: market automation, broker/data integrations, risk controls, audit/replay, and bounded agent access. Uses AI-assisted development with explicit tests, review, and permission boundaries.

Technical foundation: React, JavaScript, Node.js, Rust, Ruby/Rails, PostgreSQL, MongoDB, AWS/Aurora, APIs, distributed systems, data migration, observability, and applied AI integration.