David Wertheimer

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Vice President of Software Engineering | Strategic Technology Leader

Technology executive specializing in leading engineering teams and driving business growth through proven methods and strategic execution. A history of successful collaborations with CTOs and CEOs is demonstrated in building high-performing, cross-functional product teams. Strategic thinking and technical expertise are leveraged to tackle complex challenges, deliver impactful results, and unlock opportunities. Experienced in building, growing, and managing fully remote and off-shore engineering teams, ensuring seamless collaboration and operational excellence across diverse geographies.

Leadership and Strategy:
- Create clear technical strategies that prioritize innovation, efficiency, and scalability.
- Define winning technical vision and roadmaps that align with long-term business goals.
- Empower engineering teams to take ownership, make decisions, and deliver exceptional results.
- Foster a culture of continuous learning and improvement within the engineering organization.

Growth and Stability:
- Implement efficient, agile processes that empower teams while maintaining quality and reducing risks.
- Leveraging CI/CD pipelines, QA Automation, and frequent deployments to streamline delivery and ensure high-quality releases.
- Optimize team topology to ensure the right mix of skills, experience, and composition to tackle any challenge.
- Data-driven approach to identify areas for improvement and optimize team performance.
- Monitoring KPIs like velocity, lead time, and defect rate to identify bottlenecks and forecast capacity.
- Strategic management of technical debt to ensure long-term maintainability of the code base.

Collaboration & Communication:
- Effectively communicate technical vision and roadmap to keep stakeholders and teams aligned.
- Establish a communication strategy with stakeholders, fostering a culture of open dialogue and information sharing.
- Build strong relationships with product, sales, customer success, and marketing to ensure alignment with business objectives.

Talent Acquisition & Retention:
- Develop a comprehensive recruiting strategy that attracts top engineering talent.
- Build an onboarding process that gets new hires up to speed and delivers quickly and efficiently.
- Cultivate a positive and rewarding work environment that fosters retention and engages top talent.
- Build and manage remote teams, ensuring effective collaboration and leveraging diverse talents to enhance team performance.
- Invest in employee development. Providing opportunities for learning, growth, and career advancement.

Operations:
- Implement a performance management system focusing on continuous improvement and team development.
- Oversee vendor management to ensure the team has the tools and technologies to succeed.
- Prioritize security and compliance to safeguard sensitive data and meet regulatory requirements (GDPR, SOC2, PCI, NIST CSF).
- Manage budgets effectively to allocate resources strategically and identify opportunities to reduce expenses.

Professional Experience:

Senior Director of Software Engineering, HourWork
March 2023 – May 2023
HourWork uses text messaging technology to improve recruitment, hiring, and employee retention in the quick-service restaurant industry.
- My time at HourWork was short due to company financial limits. I worked closely with the CEO to refocus the engineering team on key objectives and define the engineering culture and expectations.

Vice President of Software Engineering, Sideqik
October 2021 – March 2023
Sideqik is a B2B SaaS Mar-Tech platform for creator/influencer management, serving customers in fashion, apparel, and gaming (e.g., Logitech, UnderArmour).
- Led recruiting and onboarding of US and offshore employees (Europe, Latam, and Asia), growing a diverse team from 9 to 21, including product managers, engineers, and QA resources.
- Streamlined our agile practices and DevOps, resulting in a 30% increase in the number of story points delivered per engineer.
- As a leadership team member, I worked across the company to build alignment, define strategy, and create an integrated roadmap that balanced the needs of sales, customers, and engineering.
- Built empowered cross-functional teams who collaborated with stakeholders to deliver high-value features, improving NPS by 10 points, a churn rate of <5%, and driving net recurring revenue of 110%.
- Technical Product Manager for the Data Platform Team, responsible for integrating with social media platforms and partners and building and maintaining AI/ML models.

Vice President of Software Engineering, Sidecar (Acquired by Quartile)
March 2020 – October 2021
Sidecar is a SaaS B2B Ad-Tech platform optimizing digital ad spend via advanced AI and ML.
- Managed the Software Engineering, QA, Data Science, AI/ML Teams
- Managed the transition to fully remote during COVID-19, and my first day was first fully remote day.
- Brought AWS cloud management in-house, restructured our AWS resource usage to take advantage of reserved and spot instances, and implemented S3 Intelligent Tiering to reduce hosting costs by 30%, saving over $200k/yr.
- I worked closely with the VP of Product to reorganize around cross-functional, empowered product teams, which resulted in a 20% increase in developer productivity and improved alignment with company objectives.

- Developed a strategy to address tech debt, systematically focusing on developer experience. This led to a nearly 40% reduction in maintenance overhead, freeing up resources to work on new features and reducing engineer burnout.

Vice President of Technology, Comoto Holdings
March 2018 – March 2020

Comoto Holdings encompasses RevZilla, Cycle Gear, and J&P Cycles, America's premier powersports aftermarket omnichannel retailer.
- Doubled the size of the engineering team from 15 to 32 in 10 months and also achieved the goal of increasing team diversity.
- Reorganized around empowered Scrum Teams, resulting in a 25% increase in team efficiency, a 20% reduction in time to market, and a 10% increase in revenue for RevZilla.com.
- Increased automated test coverage from 25% to 90% through the strategic use of off-shore Ruby-on-Rails and Elixir dev shops. After completing the heavy lifting of test build-out, engineers stayed on as software engineers and members of scrum teams.
- Led due technical due diligence and acquisition integration of J&P Cycles.

Director of e-Commerce and Technology, New View Gifts
August 2016 – February 2018

New View Gifts is a notable home décor company offering a wide range of wall décor, picture frames, and unique home accents.
- Developed IT and B2C/D2C e-commerce strategies that integrated ERP and WMS systems, expanding business operations with major retailers like Walmart and Kohl's.
- Led and was hands-on with developing a PowerBI sales forecasting and analysis tool.
- Led technical due diligence and integration of company acquisitions.

Senior Director of Delivery, WebLinc Corp.
August 2013 - July 2016

WebLinc is an e-commerce platform development and professional services provider serving clients like Urban Outfitters and US Polo Assn.
- Led a cross-functional professional services delivery team of 100+ that launched and maintained SaaS e-commerce platforms, enhancing client relationships and revenue.
- Managed, mentored, and coached 12 project/product managers who oversaw engagement with over 150 active client engagements.

Director of e-Commerce, Merion Matters
October 2012 - August 2013

Merion Matters focuses on e-commerce operations for medical and nursing apparel.
- Led a successful recovery of Magento e-commerce platform implementations, optimizing site performance and digital marketing strategies to drive 25% revenue growth.

Vice President of e-Commerce, Cyberswim
November 2010 - October 2012

Cyberswim, MiracleBody, and MiracleSuit are leading retailers of women's swimwear, focusing on e-commerce and direct marketing.
- Spearheaded initiatives to improve site performance and operational excellence, resulting in noticeable increases in sales and cost efficiencies.

Vice President of Technology and Operations, Smooth Fitness
August 2006 - November 2010
Smooth Fitness is a premier online retailer of D2C home fitness equipment.
- Directed technology and operational strategies that enhanced e-commerce and ERP system integration, leading to substantial revenue growth and cost reductions.

Education & Certifications
- Course Work, Boston University, 1985-1986
- Certified Project Manager, Penn State, 2012
- AWS Certified Cloud Practitioner
- Certified Scrum Master (CSM)
- Certified Professional Scrum Master (PSM-I)
- Certified TensorFlow Developer by DeepLearning.AI May 2024

Methodologies: Agile, Scrum, XP, Lean, DevOps, Developer Experience, continuous improvement, process optimization, Continuous Integration/Continuous Deployment (CI/CD)

Technical Skills: Artificial intelligence/machine learning (AI/ML), Neural Networks, TensorFlow, Jupyter Notebook, API integration, Ruby on Rails, Python, JavaScript, SQL, AWS, GCP, Heroku, Docker, Kubernetes

Software and Tools: AWS, Heap, Pendo, NetSuite, Magento, Apprise, Shopify Plus, MS Dynamics, Salesforce, EDI, PowerBI, Atlassian Suite (Jira, Confluence, Trello), GA (Google Analytics), Oracle Commerce, Oracle TMS, Sterling Commerce, WMS, Microsoft Office, CircleCI, Jenkins

Industry Specific: E-commerce, SaaS, B2B, digital marketing, Mar-Tech, Ad-Tech, data and business analysis, IT security best practices (SOC-2, GDPR, PCI), NIST Cyber Security Framework (NIST CSF)