

David Wertheimer

werthds@gmail.com | <https://davidwertheimer.net> | [LinkedIn](#) | 856-776-0147

Vice President of Software Engineering | Strategic Technology Leader

With over 20 years as a leader in the tech industry, I've successfully partnered with executive teams in fast-growing companies to navigate complex challenges, define strategy, and scale operations. I've built and led high-performing teams that have excelled in integrating Agile, DevOps, and Developer Experience frameworks, boosting efficiency and delivering exceptional products that meet business goals. I have a proven track record in startups, with deep expertise in e-commerce and SaaS B2B. I've consistently streamlined processes, removed operational barriers, and focused teams on high-value challenges.

As a servant leader, my style is based on team empowerment and aligning technology strategies with overarching business objectives to drive sustainable growth and product excellence. I am eager to apply my skills in a dynamic startup environment, aiming to foster a culture of success, mentor emerging talent, and lead technological innovation.

Leadership: Servant Leader, Executive Leader, Strategy, Team Building, Product Management

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

Management Skills: Coaching, Mentorship, operational management, vendor management, budgeting, talent acquisition, onboarding, retention, cross-functional team management

Project Management: project delivery, QA, product management, stakeholder management, certified scrum master, project management certification, stakeholder management, risk management

Technical Skills: DevOps, artificial intelligence/machine learning (AI/ML), TensorFlow, Jupyter Notebook, API integration, Ruby on Rails, Python, JavaScript, SQL, AWS, GCP, Heroku

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

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)

Professional Experience:

Senior Director of Software Engineering, HourWork

March 2023 – May 2023

- HourWork is a startup that 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

- B2B SaaS Mar-Tech Creator/Influencer Management Platform focuses on fashion, apparel, and gaming product customers (e.g., Logitech, Under Armour, Lululemon) with a revenue of \$5 million.
- 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 member of the leadership team, 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**.
- Ruby on Rails, Ember, Python, React, Postgres, AWS, Heroku

Vice President of Software Engineering, Sidecar (Acquired by Quartile)

March 2020 – October 2021

- A SaaS B2B Ad-Tech platform, Sidecar optimized 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.
- Typescript, React, AWS, Postgres, Python

Vice President of Technology, Comoto Holdings

March 2018 – March 2020

- Comoto (RevZilla, Cycle Gear, J&P Cycles) is America's premier power sports aftermarket omnichannel retailer, an e-commerce and brick-and-mortar powerhouse with revenue of \$1 Billion.
- 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.

- Ruby on Rails, Elixir, Postgres, Google Cloud Platform (GCP)

Director of e-Commerce and Technology, New View Gifts

August 2016 – February 2018

- New View is a notable home décor company that offers a wide range of wall décor, picture frames, and unique home accents. It is primarily a wholesale operation but also operates in the direct-to-consumer space.
- 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 that serves notable clients like Urban Outfitters and the 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 is a company focused 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 for significant 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