Peter Hollmer
Senior Engineering Manager

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PROFESSIONAL SUMMARY

Transformed SnapStream's engineering organization as right-hand to the CTO, turning his strategic vision into a trail of successes. Led modernization efforts delivering measurable impact: 35% reduction in monthly AWS spending, 60% more stories closed per sprint, deployment time cut from 6 hours to 30 minutes, and freed up days of engineering time monthly by migrating CI/CD from on-prem servers to GitHub Actions. Promoted from QA Manager to Engineering Manager to Director, overseeing two engineering teams plus support and infrastructure teams.

WORK EXPERIENCE

CareerCatalyst
Independent QA Consultant   11/2024 - Present

- Consulting for PeopleFirst CareerCatalyst EdTech SaaS platform: performing functional testing, enforcing UI consistency, and providing feedback on layout, usability and accessibility concerns
- Identified content consistency issues between web content, videos, and downloadable worksheets; flagged discrepancies that led to standardized phrasing across all course materials
- Built a Python script using ffmpeg to analyze and normalize audio loudness (LUFS) across course videos to meet YouTube streaming guidelines

SnapStream   Houston, Texas
Director of Engineering   08/2021 - 04/2024

Right-hand to CTO (now President & COO) leading engineering transformation. Member of SnapStream's Leadership team. Managed 8 engineers across two products plus support/infrastructure teams. Delivered 6hr→30min deployments through deployment automation.

- When Twitter terminated API access without warning, bypassed support to reach enterprise sales, negotiated 30-day extension, then drove integration rebuild to $100/month tier (vs. $42K/month enterprise pricing), restoring service in 3 hours with permanent V2 API fix deployed within 2 weeks
- Built Python/boto3 Lambda automation replacing manual reporting process, extracting DynamoDB metrics to Google Sheets API for per-customer feature utilization tracking
- Migrated from on-prem Jenkins to GitHub and GitHub Actions CI/CD pipelines, eliminating build server management and saving 20+ engineering hours monthly
- Formed dedicated engineering team for events-focused B2B SaaS video streaming product launch through strategic team split. Hired lead engineer, guided architecture planning toward modern patterns (DDD, event-driven microservices, Vue.js/TypeScript frontend), managed product/stakeholder negotiations, protected scope, and scaled with nearshore DevOps developers. Provided dotted-line oversight ensuring architectural quality while maintaining team autonomy. Delivered on-time MVP with 99%+ uptime and millions of user engagements.
- Implemented automated deployments for customer instance updates via AWS Systems Manager runbooks reducing deployment time from 6 hours to 30 minutes
- Developed engineering talent as I grew: mentored SDET to team lead of the SnapStream engineering team, coached manual QA tester into SWE role, and grew our engineer with the strongest interest in Gen AI into our first AI Engineer
- Led development of serverless microservices for LLM-based topic detection, chapterization, and summarization using API Gateway, SQS, Lambda, and Bedrock

Software Engineering Manager   01/2021 - 08/2021

Promoted from QA Manager to lead the SnapStream engineering team. Partnered with newly-joined CTO to initiate organizational transformation while managing day-to-day engineering delivery and our transition to remote-first work during COVID. Delivered 60% velocity increase, 40% fewer defects, and 35% AWS cost reduction.

- Implemented risk-based testing strategy using Mixpanel analytics to prioritize high-traffic features and critical workflows for high-value customers, focusing testing efforts on highest-impact areas
- Reduced AWS costs 35% by benchmarking EC2 instance types under real customer workloads using Cypress, rightsizing instances and offloading transcoding to managed services
- Managed 8 engineers delivering features for flagship C#/.NET application
- Led Agile Scrum adoption, established engineering metrics and iterated on process delivering 60% velocity increase and 40% fewer defects within two quarters through WIP limits, story decomposition, and strict definition of done
- Instituted predictable quarterly release cycle with 100% on-time delivery across 120+ customer instances, eliminating version sprawl and ad-hoc deployment timelines

Software QA Manager
08/2016 - 01/2021

Led QA team ensuring quality across C#/.NET monolith and multiple new product launches

- Cut regression cycle from 6 days to under 4 days by removing redundant cases and reusing complex setup steps for multiple tests when safe
- Transformed inherited QA process and tooling, shifting team focus from ticket-closing to proactive quality advocacy by coaching engineers to identify edge cases, user experience issues, and potential failure points before they reached customers
- Drove testing strategy for migration from MPEG-2 via NPAPI plugins to HLS playback, evaluated multiple HLS players to select HLS.js, expanding platform support to all modern browsers and mobile devices

Senior QA Engineer
03/2016 - 08/2016

Promoted to QA Manager within 6 months after professionalizing QA operations in a leaderless team - establishing test planning standards, bug ownership accountability, and modernizing test management tooling.

Swimlane
Remote

Senior QA Engineer
12/2015 - 03/2016

First QA hire for security orchestration and automation platform

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CS Disco

Senior QA Engineer
03/2015 - 12/2015

Early engineering hire during company's hypergrowth phase. Left when company relocated engineering operations to Austin.

Sony Creative Software
Remote

Staff QA Engineer
06/2007 - 03/2015

Promoted from QA Engineer through Senior to Staff Engineer over 8 years.

- Built automated comparison tool for Apple's Terms & Conditions legal review, reducing Sony legal approval from weeks to days and unblocking timely App Store releases
- Built diagnostic tooling capturing app state, system information, registration info, and logs for customer support, enabling troubleshooting of hardware/software-specific issues that couldn't be replicated in-house

PROJECTS

BeerSelector iOS Application

01/2025 - Present

Developing a React Native/Expo TypeScript application currently in TestFlight beta; reverse-engineered Flying Saucer's loyalty program API and built Untappd integration via Webview

Personal Website Test Automation & Deployment

Built a personal branding website deployed to Kubernetes (k0s) via CI/CD pipeline. Implemented multi-layered test automation suite featuring Playwright E2E tests, axe-core accessibility validation, performance testing, and cross-browser compatibility checks integrated with GitHub Actions.

CERTIFICATIONS

Professional Scrum Master

01/2020

Scrum.org