Alex Lindsay

Building teams, tools, sites, businesses and lives with flexibility, care, and joy.

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EXPERIENCE

Drizly, Boston, MA (Remote) — *Apr 2022 – May 2023*
Engineering Manager — Retailer Store Availability

- Supervised roadmapping and execution of security remediations for Stores Team to meet pending SOC 2 Type 2 audit
- Participated in Engineering Center of Excellence
  - Surveyed multiple teams to source and develop opportunities to improve developer experience and save engineering time and resources
  - Collaborated with engineering managers to develop business cases for various projects to present to executive management
- Mentored a direct report toward promotion to a Technical Product Mgr. role
- Created Jira/Slack Automations to Improve Team Operations building efficiency in team workflow, and adapting communication to team needs
- Kept team stable through a period of shifting business requirements
- Managed/Developed/Executed team roadmap
- Managed a second fully remote team with 5 reports for 3 months to support another manager during their parental leave

ManiMe, Santa Monica, CA (Hybrid) — *Jul 2020 – Apr 2022*
Director of Technology

- Migrated content management from Tech to Marketing
  - Reduced engineering time spent by an average of 15 hours per week
  - Evaluated multiple content management systems (CMS) based on business/engineering needs
  - Implemented Builder in our React site, reducing engineering workload
  - Built Shopify-enabled components for use within Builder
- Integrated AirTable as a data management system (DMS) alongside Builder for site organization
  - Product releases required no effort from engineering
  - Product release frequency was doubled
- Designed and implemented a Jenkins pipeline for creating and executing dockerized test environments, eliminating developer contention over test environments, and reducing time for us to release site features
- Acted as Technical Product Manager for Machine Learning and Photogrammetry projects with staff and outside contractors; managed deliverables, requirements, and timelines
- Scaled staff and contract resources based on priorities and budget
- Implemented static site rendering and Incremental Static Regeneration using Next.js to help with site performance and reduce API calls
- Reduced code in website and admin management website by roughly 25% through code refactoring, isolating business logic/rules

SKILLS

Team Management (onsite and remote)

Coaching/Mentoring

Career Development

Customer Engagement

Conflict Resolution

Budget Management

Roadmap Management

Agile/Scrum/Kanban

JavaScript, Python, React, PHP, Node.js, Ruby, Java

MySQL, Postgres, MongoDB, Redis

Content Management / Publishing Systems

Data Management Systems

E-Commerce

Docker

Jenkins

AWS Service Management

AWS Cost Management

Full-stack Engineering

Front-end Engineering

Back-end Engineering

API Service Engineering

REST/GraphQL Services

System Integration

Process Automation

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Zwift, Long Beach, CA (Onsite+Remote) — *Sep 2018 – Mar 2020*
Software Engineering Manager — E-Commerce

- Worked with project management and to plan and execute i18n for the zwift.com shop - initially to Canada; subsequently in the UK and EU
- Developed and refined requirements — performed triage and roadmapping of deliverable features
- Developed and managed Jira templates for epics, stories, tasks, and bugs
- Staffed and managed two engineering teams
  - Onsite and remote; staff and contractors
- Staff lifecycle/hiring/performance reviews
- Managed the development of middleware services for transaction integration
- Assisted with selection of SME business consulting firms
- Refined our recruitment process question banks

NBCUniversal, Universal City, CA (Onsite+Remote) — *2014–2018*
Software Engineering Manager — API Services

- Managed three engineering teams (with two manager reports) producing API Services for CMS support and Identity Management
- Oversaw the replatforming of Identity services from Python to Java
  - Retrained staff to better fit with new tech stack
  - Developed an offboarding plan for those who chose not to migrate
  - Backfilled positions with new hires and contracted staff augmentation
- Built API Services for Identity Management for NBC properties, allowing them to use common services, while maintaining separate brand identity

NBCUniversal, Universal City, CA (Hybrid) — *2005–2014*
Senior Software Engineer

- Led engineering efforts for the production of identity management services (Python), a registration management platform (PHP/JavaScript), and an API execution test environment (not unlike POSTMAN) (PHP/JavaScript)
- Built a recommendation engine (PHP) for the CMS for AccessHollywood.com using data scraping of stories, keyword matching, and editorial hinting
- Built a content management system for AccessHollywood.com (PHP/JavaScript)
- Built a publishing system for AccessHollywood.com (PHP/JavaScript)
- Wrote a 100-page technical requirements and functional design document for AccessHollywood.com as part of a project to migrate to Vignette

EDUCATION
New York University — School of Education
New York, NY — BS Math

LANGUAGES
English, Spanish, French

CERTIFICATIONS
Black Label Leadership Program — Drizly — 2023

AWS Certified Solutions Architect — In Progress

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Berlin Technologies, Los Angeles, CA — *1999–2018*

Co-owner, VP, Engineering

- Engaged with clients to determine technical requirements, design preferences, budgetary constraints, project scoping
- Produced and developed websites and web applications using PHP, JavaScript, Drupal, WordPress, hand-coded HTML, CSS, CakePHP, yii
- Deployed sites to online hosting
- Managed physical hosting servers
- Migrated to managed hosting solutions
- General Systems Administration
- Automated business processes using PHP, sed, awk, perl, integrating with existing business systems
- Email marketing design and execution
- Created custom reports and forms to aid with business system management for multiple clients, interfacing with mortgage underwriting and small hotel reservation management systems, Crystal Reports and other software
- Provided general technical support
  - Email setup and configuration
  - Graphic Design
  - Proofreading/copyediting
  - Software training and tutoring

PROJECTS

Two Nil, Remote — *May 2020 – Aug 2020*

Technology Management Consultant

- Reviewed application systems architecture
  - Offered guidance on systems administration concerns such as a roadmap toward implementing SSO for their customer portal and internal management tools
  - Reviewed AWS service utilization
  - Recommended AWS resource reductions and optimizations
  - Reviewed and recommended AWS cost savings plans
- Developed job description for IT Manager Role
- Conducted interviews for IT Manager
- Presented a short list of preferred candidates to Executive Management