

Alessandro Di Candia

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Sr. Principal Engineer

Visionary engineer skilled at driving growth by combining technical expertise, business acumen, and pragmatism

Hands-on software engineer with battle-tested startup experience spanning the archetypes of Architect, Tech Lead, Solver, Right Hand, and Product Engineer. Exceptional communicator and cross-functional facilitator adept at influencing technical strategy and vision at the highest levels of the organization and driving technical implementation and alignment across multiple business units and teams.

Core Competencies

Leadership	Product & CX	Technical
Strategic & Operational Leadership	Product Quality & Personalization	Domain-Driven Design Methods
Business Trade-offs & Enablement	Product & Funnel Optimization,	Frontends, API's & Microservices
Team Goal Setting & KPI Attainment	Solution Design & Development	Platform Arch, Security & Privacy
Incident & Change Management	IA, UI, UX	Enterprise Data Modeling, Realtime
Talent Acquisition & Development	Experimentation & Measurement	Rapid Prototyping at Scale

Professional Experience

Gopuff

Philadelphia, Pennsylvania (100% Remote)

Principal Engineer

09/2020 - Present

Joined as the first Principal Engineer on the 80 person engineering team during a period of intense hyper-growth. As a bar-raiser, helped scale engineering to nearly 300 in under 1 year. As a player/coach, successfully launched the company's MVP AdTech platform that delivered \$21MM in revenue in less than 12 months. Domain expert in the areas of eventing, domain driven design, streaming data, enterprise data architecture, and privacy. Team lead, mentor, and expert facilitator of business / tech alignment.

Core Technologies: Azure, Kubernetes, TypeScript, GraphQL, ReactNative, Kafka, Postgres, Snowflake

Problem Spaces:

- **0 to 1:** Built foundational infrastructure and platform tools to empower self-sufficient teams. Launch MVP products, iterate and scale them up quickly. Proved out new technologies and drove adoption into the core.
- **Domain Modeling:** Developed common language and naming around core business functions and processes.
- **Platform Engineering:** Transformed teams that scaled by adding headcount, to teams that scaled by developing core tools to empower engineers, customers and stakeholders to self-serve.
- **Data Governance:** Defined language and processes around data production, consumption, and dissemination in accordance with engineering and compliance best practices.

Key Achievements:

- **Founding member of several core teams** AdTech, Measurement, and Privacy which opened up new, high-margin revenue opportunities for the business while also mitigating risk and providing product teams with a common language by which to measure performance and optimize product features and marketing efforts.
- **Launched Ad Platform MVP** within 6 months of joining the company which over the next 5 months generated \$21MM+ in high-margin revenue. Scaled the team from 4 to 30, then transitioned it to a newly-hired senior director and moved on to building out the Measurement and Privacy teams in the Data Org.
- **Introduced Confluent Kafka** as a way to unify data contracts across the consumer and marketplace orgs and level-up engineering's ability to harness the power of streaming technologies to enhance the customer experience and provide real-time business insights
- **Launched Customer Data Platform** using Segment as our vendor. Delivered a foundational platform enabling personalization, product and funnel optimizations, experimentation, identity resolution, and profile + audience building. Partnered tightly with product and analytics teams to design schemas and pipelines and develop and enforce a data governance process for the consumer org.
- **Developed PADOS** (Privacy-aware Data Operating System) which allowed Gopuff to engage in highly lucrative data sales/sharing agreements in a compliant manner. The system dynamically annotated all customer data with consent preferences and abstracted the compliance logic away from stakeholders allowing them to be creative in the way they explored and built aggregates without fear of non-compliance.
- **Launched Gopuff into EU** by partnering across the org to deliver an MVP GDPR consent management platform supporting Gopuff's aggressive expansion into EU markets. As tech lead + 1 other engineer delivered a portable solution that allowed it to rapidly scale out across 5 completely different web application stacks in under 30 days.
- **Introduced Enterprise Kubernetes** to leverage the cost-effectiveness of open-source cluster orchestration and help de-couple ourselves from Azure-native products. Team velocities were also multiplied by developing templated workflows that scaffolded out a 3-tier k8s deployment for an app complete with keyvault, database, cache, and observability.

Gainbridge Life (Group1001)

New York City, New York (100% Remote)

VP Technology, Digital Platform**08/2017 - 01/2020**

Successfully executed the organization's strategic and technical vision for a FinTech startup selling annuities D2C. Delivered the MVP for a digital retail annuity sales and administration platform. Grew a fully-remote team from 5 to 20 members within two years. Scaled to \$1MM in weekly sales in under 12 months.

Core Technologies: AWS, Kubernetes, JavaScript, Node.js, React, Kafka, Kotlin, AxonIQ, Postgres

- **Vendor management** for consultancies and SaaS providers; contract and SLA negotiation.
- **Talent acquisition, mentoring and management** for the engineering and product teams; performed regular performance reviews and top-grading.
- **Cross-functional facilitation** ensuring requirements and acceptance criteria from SME's were communicated and clearly defined. Ensured the technology was meeting customer needs.
- **Define standards and best practices** for the engineering team, and repeatable working models for the entire company, including customer service.
- **Change management, CI/CD** by mapping a formal change management protocol onto a modern gated pipeline we were able report failures early and often, release code to production on-demand, and roll back if needed.

Key Achievements:

- **Introduced domain-driven-design (DDD) methods** accelerating and improving cross-functional communication, estimation accuracy, and product quality **resulting in a 25% increase in velocity.**
- **Cultivated company culture** by advocating for transparency, providing opportunities for individual growth, fostering mutual respect, inclusivity, and organizing team-building events.
- **Recruited, supervised, and retained a distributed staff of ten engineers** accounting for 50% of personnel.
- **Devised career paths** clarified measures of success in current roles, and supplied training and opportunities to achieve career goals and milestones.
- **Implemented monitoring, telemetry, and analytics** to capture, measure, and report KPI progress and to generate baselines for business intelligence, customer service, and internal SLA's.

ADDITIONAL EXPERIENCE**Synacor, Inc. (SYNC)**

Buffalo, New York (100% Remote)

Principal Engineer**03/2014 - 08/2017**

Tech lead / manager for front-end applications backed by service-oriented architecture (SOA) for white-label cloud-based software products delivering DRM'd live and OTT video, identity management (IDM), content management, and advertising. Authored code primarily in Java and JavaScript.

Bitwise Web Services, LLC

NYC, Philadelphia (100% Remote)

Owner**02/2009 - 03/2014**

Founded a consulting company to supply clients with additional engineering capacity, consulting services, and custom software development. Trained clients' departments in the use of new technology, coding best practices, and modern software delivery workflows.

Ultrastar / LiveNation

NYC, New York (100% on-site)

Director, Product Engineering**05/2000 - 02/2009**

Promoted through several roles from Webmaster to Director in a startup founded by David Bowie. The organization offered internet services, exclusive members-only experiences, live venue webcasts, and a subscription-based advance-ticketing platform for dozens of Live Nation artists.

Technical Proficiency**Methodologies:**

XP/Agile/Scrum, Pair Programming, Domain-Driven Design, TDD, CQRS

Languages:

JavaScript/TypeScript/Node, HTML, CSS, Java, Bash

Frameworks:

Next.js, React, ReactNative, GraphQL

QA/Automation:

Jest, Cypress, Mabl, React Testing Library

Tools:

Git, Webpack, Parcel, Maven, Gradle

DB/WH/Messaging:

SQL/NoSQL, Postgres, Redis, Snowflake, Kafka, NATS, Websockets

Ops/Infra:

Kubernetes, Helm, Istio, Argo, Terraform, AWS, Azure, Github Actions

Productivity:

Adobe CS, Figma, Sketch, Miro, Atlassian, Slack, Zoom, Lucid, G Suite