

# Alessandro Di Candia

Erwinna, Pennsylvania, 18920  
zeuben@gmail.com ■ 646.541.1192  
[www.linkedin.com/in/adicandia](http://www.linkedin.com/in/adicandia)

## Director of Engineering

*Visionary engineer skilled at driving growth by combining technical expertise, business acumen, and trust.*

Adept at changing proposals into execution plans and cultivating horizontal and vertical relationships that foster a competitive and thriving organization. Customer-inspired, product-centric and talented at operational decision making, stakeholder management, and issue resolution. Integral in the creation of processes that elevate quality, productivity, and happiness. Expert interviewer, presenter, negotiator, mentor, and engineer who builds accountable, top-performing teams.

### Core Competencies

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

## Professional Experience

**Gopuff** Philadelphia, Pennsylvania

### **Principal Engineer** (09/2020 to Present)

Joined as the first Principal Engineer on the 80 person engineering team during a period of intense hyper-growth and helped scale it 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. Thought leader in the areas of eventing, domain driven design, enterprise data architecture, and privacy. Team lead, mentor, and expert facilitator of business / tech alignment.

- **Development of technical hiring processes and evaluation rubric** that would serve as the foundational principles used in growing the engineering org 3x+ in under 1 year; attracting and vetting some of the best talent from across the globe including many from silicon valley
- **Technical thought leadership** across functions focusing on data models and contracts, testing strategies, and governance that ensured measurement was implemented accurately and in a way that enabled teams to attribute and monetize their work and produce accurate reports for senior leadership
- **Maintained cross-functional alignment** on large cross-org initiatives that included subsidiaries and external partners and vendors. Due to Gopuff's unique vertically-integrated model, which includes retail subsidiaries, technical program management was a critical role in keeping all parties and contributors aligned on risks and dependencies while keeping to our timelines and celebrating wins along the way

### **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 of their 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 director so I could transition to building out the Measurement and Privacy teams.

- **Launched Customer Data Platform** using Segment as our vendor. Managed a vendor budget of \$450k+ and a single engineer to deliver the foundational platform that would enable org-wide personalization, product and funnel optimizations, experimentation, identity resolution, and profile + audience building. Partnered tightly with analytics teams to design schemas and pipelines and develop and enforce a data governance process for the entire org. This effort not only satisfied the business case, but also positioned the engineering org for growth.
- **Led the Privacy team in developing a data monetization framework** which allowed the Gopuff Ads business to engage in highly lucrative data sales/sharing agreements while remaining compliant by ensuring business stakeholders understood the risks and implementing technical solutions that enabled user consent to be honored when producing sellable data sets
- **Launched Gopuff into EU** by partnering across the org to deliver the first GDPR consent management platform supporting Gopuff's aggressive expansion into EU markets. My 2-person team was able to deliver a solution that allowed it to rapidly scale out across our many web properties given only 1 month lead time.

## Gainbridge Life (Group1001)

New York City, New York

### VP Technology, Digital Platform (08/2017 to 01/2020)

Successfully executed the organization's strategic and technical vision within a internally funded FinTech startup bringing annuities direct-to-consumer. Launched a distributed digital retail annuity sales and administration platform, grew a fully-remote team from 5 to 20 members within two years, and earned \$1MM in weekly sales in under 12 months. Working cross-functionally and inter-company oversaw and directed all business-critical technology and engineering operations including but not limited to:

- **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 defined clearly and accurately and customer service needs were being met.
- **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 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 25-30% increase in velocity**.
- **Cultivated company culture** by advocating for transparency, providing opportunities for individual growth, fostering mutual respect, and organizing team-building events.
- **Recruited, supervised, and retained a distributed staff of ten engineers** accounting for 50% of personnel.
- **Devised career paths offering employees a sense of upward direction**, 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.

## Synacor, Inc. (SYNC)

Buffalo, New York

### Principal Engineer (03/2014 to 08/2017)

Lead engineer for front-end applications backed by service-oriented architecture (SOA) for cloud-based software products delivering live, DRM, and OTT video, identity management (IDM), content and advertising. Contributed to multiple projects, authoring code primarily in Java and JavaScript.

- **Technical Lead and SME:** Consulted across engineering and operational teams when technical expertise, rapid prototyping, or domain knowledge was needed.

- **People Management:** Served as the interim Engineering Manager for nine months in absence of the role being filled. Common activities included aligning activities with the company's vision, prioritizing and delegating tasks, and inspiring and evaluating the remote engineering team.

## Bitwise Web Services, LLC

NYC, Philadelphia

**Owner** (02/2009 to 03/2014)

Leveraging nine years of hands-on leadership, 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.

- **Strategic & Operational Leadership:** Long-term strategic planning, technical architecture, application programming, and the supervision of offshore mobile developers.
- **Client Acquisition:** Submitted requests for proposals to successfully procure a stable pipeline of small business brand development, SEO, software development, and market positioning contracts.
- **Business Operations:** Composed and implemented processes and policies encompassing sales, marketing, client relations, project management, engineering, and accounting.

## ADDITIONAL EXPERIENCE

**Director, Product Engineering** ■ Ultrastar / LiveNation, New York City, New York

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

- **Stakeholder Collaboration:** Collaborated with artists and clients on webpage design including eliciting requirements, obtaining feedback, and delivering mockups and finalized content. Key clients included The Rolling Stones, The Who, Madonna, Maria Carey, The Police, AC/DC, and David Bowie.
- **Process & Workflows Origination:** Conceptualized and implemented processes, workflows, and document libraries to organize work activities, set expectations with client managers, and support engineers with a high level of reusability and extensibility between projects.
- **Team Leadership & Development:** Coached five designers and developers in prototyping best practices, pitching new features to prospective clients, and the successful delivery of finalized pages.

## Technical Proficiency

|                       |  |
|-----------------------|--|
| <b>Methodologies:</b> | XP/Agile/Scrum, Waterfall, Pair Programming, Domain-Driven Design, TDD, CQRS   |
| <b>Languages:</b>     | JavaScript (ES2018/Node), HTML5, CSS3, SCSS, PHP, Java, Bash   |
| <b>Frameworks:</b>    | Next.js, React, ReactNative, GraphQL, Vue, Spring, Laravel   |
| <b>QA/Automation:</b> | Jest, Cypress, Mabl, React Testing Library   |
| <b>Tools:</b>         | Git, Webpack, Parcel, Maven, Gradle  |
| <b>DB/Messaging:</b>  | SQL/NoSQL, Kafka, Socket.io, Redis, Snowflake  |
| <b>Ops/Infra:</b>     | Docker, Kubernetes, Helm, Istio, Argo, Jenkins, Bamboo, TeamCity, Ansible, HashiCorp Tools, Amazon Web Services (AWS), Azure, Github Actions |
| <b>Productivity:</b>  | Adobe CS, Figma, Sketch, Miro, Atlassian, Slack, Zoom, Lucid, MS Office/G Suite  |

## Education & Credentials

Penn State University, University Park, Pennsylvania

**Bachelor of Arts in Advertising & Communications, Dean's List****Minors:** Business Management, Italian**Work-Study:** Webmaster for College of Communications