

# George Holt

## Engineering Leader with Product Ownership Experience in Developer Tools

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## Summary

Engineering leader with **25+ years at Amazon, Microsoft, and Snowflake**, delivering impact across developer tools, engineering systems, AI, and UX. I've grown products from **thousands to 200k+ active users**, launched AWS CodeWhisperer and Amazon Q, and saved millions of dollars through organizational and technical strategy. I contributed to five major releases of Windows (XP, Vista, 7, 8, 10) spanning engineering systems, debugging, and core UX. I build high-trust, high-accountability teams that deliver at scale, balancing product velocity with long-term organizational health.

- **Scaled adoption** – Grew AWS IDE Toolkit users 17x; achieved 180% YoY growth in weekly users in 2023.
- **Strategic impact** – Delivered multi-million-dollar annual savings at Snowflake through a build-vs-buy decision on distributed build systems.
- **Org builder** – Expanded AWS IDE Toolkits org from 2 to 25 engineers & 4 managers while maintaining strong retention; at Microsoft I was the second leadership hire (after a Partner) and helped build a 60-person team from the ground up.
- **Culture leadership** – Mentored engineers and managers, driving cultural transformation from firefighting to sustainable delivery practices.
- **Public presence** – Speaker at AWS Summit (18,000+ attendees) and Microsoft Build, showcasing developer tools and engineering practices.

## Experience



### Engineering Manager - Engineering Systems at Snowflake

December 2024 – Present

- Led engineering for the developer experience team. 13 engineers responsible for Bazel (build), cloud workspaces (remote development environments), IDEs, and distributed build systems.
- Led the team during the final stages of a migration to Bazel build.
- Drove a build vs. buy decision for a business-critical distributed build system, saving the company millions of dollars.
- Clarified interviewer and candidate expectations in Snowflake's early-career SWE pipeline, tripling review efficiency and hiring 20+ engineers while balancing rigorous standards with a high-quality candidate experience.



## **Software Development Manager - AWS IDE Toolkits at Amazon**

April 2018 - December 2024

- Led engineering for AWS IDE Toolkits, add-ins for IDEs that improve developer experiences for AWS customers including VS Code, JetBrains, Visual Studio, and Azure DevOps.
- Launched AWS CodeWhisperer and Amazon Q, generative AI-driven coding tools.
- Achieved a 17-fold increase in monthly active users over 5 years; 180% YoY increase in weekly active users in 2023.
- Expanded the engineering team from 2 to 25 members while maintaining high retention rates.
- Led a cross-functional team including 4 SDMs, 1 TPM, 1 UX Designer, and 19 SDEs.
- Delivered high-impact projects featured in re:Invent and AWS Summit keynotes.
- Presented to over 18,000 customers during a [live stream at the AWS Summit in New York](#).



## **Software Development Manager - Enterprise Tools and Services at Microsoft**

March 2015 - April 2018

- Hired and led a team of 6 FTE SWEs and 1 PM, managing a portfolio of 40 diverse business apps.
- Saved \$1 million annually by implementing engineering best practices, cutting unneeded apps, shifting the staffing model, and realigning ownership to teams with domain expertise.
- Increased monthly active users 4x by improving UX and reducing page load times.
- Eliminated high severity incidents for a critical financial system by improving operational excellence.
- Led the division in accessibility by defining practical engineering practices and driving the pilot project through certification.
- Led the GRC industry as the first to deploy the RSA/Archer platform to the cloud.
- Drove a project to eliminate spam from internal systems, a key deliverable for our CIO, by mining and analyzing data from Exchange/O365.
- Hired more than 40 FTEs for the broader team.



## **Senior Technical Product Manager - Git Adoption and Source Partitioning at Microsoft**

January 2014 - February 2015

- Managed conflicting project expectations and goals, under time pressure from executive leadership.
- Led technical approach and execution for 2 PMs, working with 30+ engineers across 3 divisions. (Windows, Developer Division, and Microsoft Research).
- Drove adoption of "source partitions" (with Microsoft Research) a means of defining and enforcing componentization of the Windows code base.

## **Senior Technical Product Manager - Windows Debuggers at Microsoft**

May 2010 - January 2014

Shifted the team culture to focus on delivering value to users. Created user experiences that made it easier for engineers to understand the state of their software – for applications, drivers, and the OS kernel. Dealt with competing priorities, coordinated efforts between teams scattered across multiple divisions, and managed our release schedule. [Speaker at Microsoft's Build conference.](#)

## **Technical Product Manager 2 - Windows Engineering Systems at Microsoft**

February 2007 - May 2010

Developed unit testing guidelines for Windows developers. Drove culture change in a team with thousands of engineers. Used UX studies and data modeling to understand how our engineers wrote and executed tests on a massive and chaotic distributed testing platform. Delivered a test framework that let us retire ~100 (now) redundant test frameworks. That framework is now part of Visual Studio and the Windows SDK.

## **SDET Lead - MSN/Windows Live Desktop Search and Windows File Explorer at Microsoft**

February 2006 - February 2007

Contributed to the design of Windows Desktop Search and File Explorer for Windows 7. Developed a conceptual model for combining the “browsing” and “searching” user experiences. Shipped MSN Desktop Search and Windows Live Desktop Search. Lead a team of 34 - 4 FTE SDETs in Redmond and 30 testers in India.