

## Contact

[alexander.hardman@gmail.com](mailto:alexander.hardman@gmail.com)

[www.linkedin.com/in/halex9000](http://www.linkedin.com/in/halex9000)  
(LinkedIn)  
[bigalexenergy.com](http://bigalexenergy.com) (Personal)

## Top Skills

Public Speaking  
Exceptional mentor & coach  
Technical Writing

## Languages

Italian (Elementary)  
French

## Honors-Awards

Winner - Liberty Mutual Innovation  
Hackathon (2013)  
Inventor on U.S. Patent 11,562,416  
– Digital Gift Card Acquisition and  
Redemption Automation  
Winner - Klaviyo AI Hackathon

# Alex Hardman

Engineering Leader | Architect & Builder | Hackathon Winner +  
Patented Inventor | Experimentation + Optimization Nerd | Startup-  
Speed, Enterprise-Scale  
Greater Boston

## Summary

I lead high-performing engineering teams and design platforms that help businesses learn faster, scale smarter, and operate with confidence.

I'm a hands-on engineering leader and platform architect with deep enterprise roots and startup-speed instincts. Liberty Mutual and Capital One grounded me in operational rigor and enterprise-scale systems thinking. Klaviyo honed my ability to turn scrappiness into structure, structure into velocity, and velocity into scale. I demystified LaunchDarkly for engineers around the world, building live demos, speaking on stages from re:Invent in Vegas to QCon in London, and inspiring teams to ship with speed and confidence.

I operate at the intersection of technical precision and human connection. I've architected serverless event-driven backbones at enterprise scale, designed experimentation platforms serving tens of billions of user experiences annually, delivered real-time pricing engines processing tens of millions of daily comparisons, and enabled tens of thousands in savings by rethinking core services. My work has been recognized with patents, hackathon wins, and platforms that have powered enterprise-scale operations.

Whether it's 1:1, working shoulder to shoulder with a team, or a room of hundreds, I lead engineers to build better by turning complexity into capability.

Let's make the complex usable. Let's make the usable scalable.  
Let's build something great. Together.

---

## Experience

Klaviyo

## Head of Experimentation & Optimization

July 2023 - August 2025 (2 years 2 months)

Boston, Massachusetts, United States

Directed strategy and re-architecture of Klaviyo's experimentation platform, powering 50B+ user experiences annually across email, SMS, and onsite.

Delivered a Go-based prototype that replaced Python bottlenecks, enabling hundreds of millions of assignments in seconds: a 40× performance improvement.

Led design and launch of ML-driven features leveraging Bayesian optimization and personalization, driving measurable conversion gains.

Launched GenAI-powered subject line A/B testing, boosting adoption by 50%+, with users selecting AI suggestions in 82% of tests and beating original subject lines in 57% of campaigns.

Authored a drop-in Redis→ElastiCache Serverless migration playbook, unlocking five-figure annual savings across the AI & Analytics pillar.

Architected anomaly detection and forecasting workflows to improve data quality and enterprise planning, powered by Athena and Snowflake.

Drove evolution of platform architecture to support extensibility and resilience, spanning EC2, Istio, Docker, DynamoDB, ElastiCache, and Apache Pulsar.

Built and led a high-performing team of engineers and data scientists, mentoring multiple engineers to promotion and leadership roles.

Interviewed 50+ candidates across engineering and product roles; contributed directly to dozens of successful hires across the pillar through hands-on technical interviewing, sourcing, and leveling.

## LaunchDarkly

### Technical Marketing Engineer

June 2022 - August 2023 (1 year 3 months)

Boston, Massachusetts, United States

Built full-stack demo applications and architectural reference patterns showcasing feature flags, progressive delivery, and AWS Serverless adoption across modern engineering stacks.

Translated complex platform capabilities into accessible, actionable patterns through system diagrams, live coding, and developer-first storytelling.

Delivered technical talks on platform resilience, incident response, and modernization strategy to global engineering audiences, reaching thousands through international conferences and online events, including:

“Security Incident Monitoring, Mitigation & Metrics Using Feature Flags”  
AWS re:Invent, Las Vegas, 2022 (600+ live attendees)

“Raising the Bar on Resilience: Designing Systems for Resilience at Scale”  
QCon, London, 2023

“Mitigating the Madness of Migration in Modernization”  
LaunchDarkly Galaxy, Chicago, 2023

“Talking Migration with LaunchDarkly: How to Ship Platforms as Features”  
Live webinar

Redesigned LaunchDarkly’s architecture page and created technical enablement content that brought clarity and confidence to engineering leaders and buyers.

## Capital One

### Senior Software Engineering Manager

March 2021 - June 2022 (1 year 4 months)

Boston, Massachusetts, United States

Led the team of engineers behind Capital One Shopping’s real-time price comparison engine, serving 50M+ lookups daily and billions of transactions.

Architected and scaled distributed systems to support millions of daily active users, leveraging Docker, Node.js, PostgreSQL, Redis, and Cassandra.

Launched a real-time hotel shopping experience with geospatial search; cut reference data load times by 320× (8 hours → 90 seconds), eliminating stale data and weekly downtime.

Inventor on U.S. Patent 11,562,416, automating digital gift card acquisition and redemption to enable real-time fulfillment and improve reliability, speed, and customer experience at enterprise scale.

### Liberty Mutual Insurance

#### Platform and Cloud Architect (Director Level)

March 2019 - March 2021 (2 years 1 month)

Directed the architecture for a serverless, event-driven backbone that unified workflows across Liberty's \$6B Specialty insurance platform using API Gateway, DynamoDB, Lambda, EventBridge, SNS, and SQS. Connecting legacy systems and cloud-native no-code platforms, enabling teams to integrate with looser coupling.

Championed modernization across the org, bridging policy administration and underwriting with cloud-native, loosely coupled services.

Mentored engineers, tech leads, scrum masters, and product owners across multiple squads; helped managers and directors navigate cloud transformation, system integration, and agile delivery at enterprise scale.

Partnered with business stakeholders to align engineering and product priorities; influenced org-wide strategy for modernization and integration velocity.

Delivered internal accelerators using AWS CDK, reusable serverless modules, and CLI plugins that reduced service onboarding from weeks to days and scaled serverless adoption across the org.

Shaped the data architecture strategy across DynamoDB, and relational databases;  
designed secure APIs with API Gateway, Lambda, and S3 that balanced responsiveness, delivery speed, and reliability.

Introduced modern automated testing practices with Playwright, Node.js, and Jest, cutting test cycles from days to minutes.

## Liberty Mutual Insurance

11 years 8 months

### Full Stack Solutions Architect

July 2017 - August 2018 (1 year 2 months)

Greater Boston Area

Served as a founding engineer in Liberty Mutual's Boston Tech Hub, bringing startup-speed execution to a century-old enterprise and laying the groundwork for a modern engineering culture.

Led cross-functional teams in the design and delivery of customer-facing claims systems built with Node.js, GraphQL, and React on AWS.

Mentored engineers through platform decisions, testing practices, and API design as the org shifted toward full-stack autonomy.

Conducted proofs of concept for modern test automation platforms and led the successful adoption of Cypress, enabling teams to ship an application rewrite with confidence in just one week.

## Lead Software Engineer

November 2014 - July 2017 (2 years 9 months)

Exeter, NH

Led engineering work on Liberty's core claims platform modernization initiative a \$10M upgrade to the core claims platform supporting 6M+ home and auto claims annually.

Partnered with business stakeholders to clarify complex requirements, guide architectural decisions, and support successful delivery across integration points.

Mentored engineers and interns through testing strategies, platform design, and system integration across Java Spring Boot microservices.

Introduced and evangelized Test-Driven Development (TDD) to elevate code quality, reduce regression risk, and accelerate velocity during the migration from Guidewire ClaimCenter v6 to v8.

Collaborated across engineering, QA, and business domains to identify and resolve defects in core workflows and integration points, contributing to a stable cutover from legacy infrastructure.

Senior Software Developer  
June 2013 - November 2014 (1 year 6 months)  
Portsmouth, NH

Guidewire ClaimCenter Configuration and Integration Developer  
Develop WESB solutions in WID  
Collaborate in an Agile development environment

Senior Software Developer  
July 2011 - November 2014 (3 years 5 months)  
Dover, NH

Develop ASP.NET web service for providing user claim reporting preferences  
Develop SharePoint 2010 portal to allow commercial insurance users (40,000+) to access a variety of tools including: claim reporting, risk management, and policy documents  
Develop secure activation process for new portal users  
Develop migration application for integrating portal functionality to migrate data from 4 legacy systems to the new portal

Software Developer  
June 2009 - June 2011 (2 years 1 month)  
Dover, NH

Develop Java web application for managing auto insurance card production  
Develop .NET application for populating PDF forms from database data  
Develop stored procedures in both Sybase and DB2  
Migrate stored procedures from DB2  
Maintain .NET web application for tracking customer service personnel activity supporting 400+ users

#### Associate Software Developer

November 2007 - July 2009 (1 year 9 months)

Dover NH

Developed complex JavaScript based reporting dashboard in Hyperion reporting application

Maintained Hyperion database reporting environment for 300+ users

Developed reporting queries for reporting on reporting activity from the Hyperion back-end database

#### IT Analyst

January 2007 - November 2007 (11 months)

Dover, NH

Maintain database reporting environment using Hyperion

Query SQL Server and Sybase databases

Develop stored procedures for Sybase

Develop and maintain JavaScript associated with database reporting dashboards

---

## Education

#### Boston University

Master of Science - MS (not complete), Computer Science · (2009 - 2015)

#### Granite State College

Bachelor of Science, Management with Option in Finance · (2002 - 2006)

#### University of New Hampshire

Computer Science