



Simon Christian Krüger

Director of Technology and Engineering (DACH)

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Profiles

cr0ss

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kayoslab

Skills

Leadership & Strategy

Agile Leadership, Servant Leadership, Partner Management, OKRs, Target Agreements

Technology & Architecture

MACH, Composable Commerce, Cloud, API-first, Microservices, Security

Communication

Emotional Intelligence, Mentoring, Relationship Building, Public Speaking

Delivery & Methods

Scrum Master, Agile Mentoring, Scaled Agile, Proxy Product Ownership

Languages

German

Native proficiency

English

Full professional proficiency

Interests

Recreational

Cooking, Specialty Coffee, Reading

Sports

Scuba Diving, Rock Climbing, Yoga, Running

Professional

Specialised Literature, Cloud Infrastructure, AI in SDLC

Summary

Technology leader with 15+ years in software engineering and a decade in online retail. Experienced in guiding enterprises through digital transformation, with expertise in composable commerce, MACH architectures, and cloud. Known for translating complex technology into business value, building high-performing teams, and delivering solutions that scale sustainably.

Experience

Equal Experts 2024-10-01 - today
Director of Technology and Engineering (DACH) Remote (United Kingdom)
Grew Equal Experts' visibility in the DACH market; Owned and expanded the technology offering; Signed **1 major enterprise client** with **2 more in the pipeline**;

intive 2023-07-01 - 2024-09-30
CTO Solution Consultant Remote (Germany)
Consulted and guided clients across all **5 technology verticals** towards their future readiness; Enablement of cross-functional teams through thought leadership and technology guidance; Focused on system and process scalability;

intive 2022-07-01 - 2023-06-30
Principal Solution Consultant Remote (Germany)
Identified and evaluated new opportunities and partners; Actively pitched and sold consulting and custom software solutions; Planned and delivered **5 enterprise-grade projects** successfully;

intive 2022-01-01 - 2022-06-30
Senior Solution Consultant
Shaped the e-commerce initiative to formalize the strategic direction of intive's technology roadmap; Signed **6 major partnership agreements** with MACH and composable commerce vendors; Represented intive on partner technology councils;

intive 2019-11-01 - 2021-12-31
Senior Solution Architect
Delivered 3 major retail projects from concept to distribution; Advised clients on technical decision-making; Mentored developers to support professional growth; Managed a team of **10 direct reports**;

intive_kupferwerk 2017-03-01 - 2019-11-30
Senior Software Engineer

Kayos 2015-04-01 - today
Founder and acting CEO

Medienfabrik Gütersloh 2011-01-01 - 2011-09-30
Software Engineer

Education

Fachhochschule Bielefeld 2015-10-01 - 2017-09-30
Business Administration and Computer Science Bachelor of Science
http://www.fh-bielefeld.de/

Hochschule Trier, Trier University of Applied Science 2011-10-01 - 2014-09-30
Computer Science: Secure and Mobile Systems Bachelor of Science
https://www.hochschule-trier.de

Projects

Composable Commerce Accelerator 2024-02-01 - 2024-09-30
Reproducible success
https://www.algolia.com/developers/code-exchange/intive-mars-accelerator
Built to reduce delivery risk in MACH-based architectures and accelerate sales cycles; met high-availability requirements of a fashion retailer; supported full journey from discovery to payment; served as sales enabler and production foundation for **2 client projects**; ensured reusability of cloud functions and integrations; educated teams on benefits of composable architectures;
Composable Commerce, Product Discovery, Infrastructure as Code

UK challenger Bank 2023-07-01 - 2024-01-30
MarTech Migration Project
Guided UK challenger bank with **1.4million active users** through post-acquisition MarTech migration; From a heterogenous data architecture (multiple decentralized databases) towards a centralized data warehousing via complex ELT scripts; Replaced manual marketing with composable multivendor automation; Enabled 360-degree customer view and scalable analytics for rapid growth;
Marketing Orchestration, Multichannel Marketing, Cloud Architecture

Intersport 2019-05-01 - 2021-11-30
Commerce Application
https://www.intersport.de/app/
Led development of a global multi-language commerce application; Represented client in 3rd-party technical and product discussions; Provided architectural guidance and specifications for the development team; Owned end-to-end product development;
Flutter, Java Spring Boot, Docker, Shopware, Salesforce CC

Deichmann 2019-10-01 - 2021-08-31
Mobile Shopping
https://apps.apple.com/de/app/deichmann-schuhe/id634957574
Developed a global multi-language retail application with strong omnichannel focus; Managed technology foundation to support roll-out in **up to 30 countries**; Directed architectural decisions to align with existing Hybris infrastructure and legacy APIs;
Composable Commerce, CLEAN Architecture

Adidas 2019-04-01 - 2020-06-30
GMR
Delivered branded customer-facing Bluetooth product in cooperation with Google ATAP and EA Sports; Coordinated a team of engineers across global cross-company setup; Collaborated closely with lead developers under evolving requirements; Supported client in roll-out **across 25 countries** and assumed product ownership responsibilities; Represented client in technology-related 3rd-party discussions and roadmap preparation;
Swift, BLE, Cloud Architecture, Machine Learning

Esprit 2017-08-31 - 2018-10-30
Mobile Shopping
https://apps.apple.com/app/id380290000
Delivered a global multi-language retail application **across 40 countries**, including a dedicated China version; Provided architectural consulting to a distributed team of mobile and backend developers; Led engineering practices, requirements engineering, and expectation management as single client point of contact;
Swift, MVVM, ApplePay

Certifications

Dynamic Yield Personalization Expert (Technical) 2022-04-19
Dynamic Yield
http://www.dynamicsyield.com/
Certificate ID: pi2p4ysbbq6a

Dynamic Yield Personalization Expert (Business)
Dynamic Yield
http://www.dynamicsyield.com/
Certificate ID: ksphx4nws4n7

Associate Functional Architect 2022-01-18
Commercetools
https://www.commercetools.com/
Certificate ID: CPKyBns9CR

Professional Scrum Master (PSM-I) 2017-09-29
Scrum.org
https://www.scrum.org/
Certificate ID: 264356

Specialist for application development of software systems 2014-08-01
Hochschule Trier
https://www.hochschule-trier.de

Volunteering

Registered Society Crossnight Gütersloh e.V 2009-04-01 - today
Active Member
http://www.crossnight.de/
Organisation and performance of events for alternative music and culture