

Michael R. Robinson

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Seasoned hands-on, business-savvy technical leader who thrives in cultivating an entrepreneurial, energetic culture. Experienced in building, operating, and scaling high-performing teams and systems. Passionate about applying technology to improve and streamline our day-to-day experiences with the world around us.

EXPERIENCE

Senior Engineering Manager, 2021 – 2025

Shopify
Remote

- Built and led Shopify's Creative Engineering organization: two teams (~20 engineers) responsible for high-visibility shopify.com landing pages powering global marketing and go-to-market initiatives
- Scaled the organization up/down as company priorities shifted: during rapid growth, established hiring guides, pipeline, interview processes, then adapted to a leaner model post-layoffs (up-leveling talent, improving workflows, and evolving the platform to sustain productivity with fewer engineers)
- Provided technical direction and architectural leadership, partnering with principal engineers and architects to advance Shopify's web platform (Remix + React + Tailwind + Cloudflare) for performance, reliability, and maintainability
- Contributed hands-on engineering expertise on key initiatives to set standards and ensure technical excellence across the org
- Collaborated strategically with Marketing, Design, and Data leadership to align engineering priorities with business value and accelerate execution of high-impact campaigns
- Fostered a culture of technical excellence, adaptability, and cross-functional collaboration, balancing innovation with business agility

Director of Software Development, 2019 – present Sr. Manager of Software Development, 2018 – 2019 Manager of Software Development, 2016 – 2018 Tech Lead/Principal Engineer, 2014 – 2016

GoDaddy
Scottsdale, AZ

- Lead the "front of site" engineering teams responsible for godaddy.com; three high-performing teams consisting of 22 FTEs, managers, and contractors
- Built a scalable platform that enabled GoDaddy's web channel to achieve \$4B in revenue across 57 markets and 42 currencies; ~10M requests/day with highly dynamic, personalized content and industry-leading performance, quality, and reliability
- Established strong cross-functional relationships with Marketing, UX/UI, Brand, International, SEO, Data Engineering, QA, DevOps, and Product Teams to deliver a consistent, optimal customer experience
- Fostered a culture of empowerment and inclusion that celebrated agility, passion, and diversity; consistently outperformed on annual employee engagement metrics as measured by GoDaddy's independent internal survey
- Advocated for practical adoption of best practices in architecture, coding, and operations; supported the team in leading by example
- Evangelized agile – collaboratively implemented processes and tooling for teams using Scrum, Kanban, Squads; partnered with leaders across the company to develop "GoDaddy Agile" and the suite of assessments that teams used to measure and improve their productivity over time

Sr. Software Architect, 2013 – 2014

International Cruises and Excursions (ICE)
Scottsdale, AZ

- Led development and architecture of ICE's "NextGen" design/migration – an in-place refactor of the company's intranet site and corresponding commerce systems that enabled ICE's \$1B call center operations
- Worked with the leadership team as the technical stakeholder on the Content Platform Selection Committee; work included requirements gathering, drafting an RFP, and technical evaluations of each contending CMS system

(including a custom-developed system and off-the-shelf solutions from WordPress, Orchard, Episerver, and Sitecore)

- Staffed and built a team of 3 contractors to help with implementing NextGen system

Sr. Software Architect, 2008 – 2013

Sage Software
Scottsdale, AZ

- Oversaw and directed technology selection, architecture, and development of ACT! (.NET) and a new SaaS CRM product (Ruby on Rails)
- Promoted cross-functional collaboration by engaging QA, product management, and marketing in agile development process
- Improved and maintained 100K+ line code base; drive .NET migration and adoption of latest Microsoft stack: WPF, WCF, WWF, Linq, ASP .NET MVC
- Staffed and mentored development team
- Selected as one of two North American members of Sage's global SageOne Platform Team

Sr. Software Engineer, 2007 - 2008

Black Diamond Advanced Technology
Tempe, AZ

- Implemented Windows CE 5.0 projects on DAP handheld portfolio including SDK improvements, SmartCard test suite, and GPS/serial peripheral integration
- Improved operations through automation and custom software tools
- Notable software projects included:
 - Creation of PC battery monitor incorporating least squares minimization algorithm, accurate to within 10 minutes using only voltage readings
 - Windows device driver controlling embedded FPGA via PCIe
 - Win CE and .NET based SmartCard SDK

Engineering Manager, 2006 - 2007

Customer Engagement Manager, 2005 – 2006

Software Engineer, 2004 - 2005

**MWA Intelligence/
Electronics For Imaging (EFI)**
Scottsdale, AZ

- Managed a team of five Java and .NET application developers integrating new mobile application development and improving legacy ERP/CRM systems
- Defined and implemented SDLC processes that resulted in 50% faster cycle time between releases
- Provided pre- and post-sales technical expertise to prospective clients including RFP responses, product presentations, on-site analysis
- Managed four of company's top six largest accounts representing 30% of annual revenue
- Led development of an upgraded telephony platform supporting mobile workforce software
- Standardized system interfaces for IVR, WAP, and HTTP channels within mobile dispatch products using XSLT

Application Developer/Analyst, 2000 - 2003

Eliza Corporation
Beverly, MA

- Developed over-the-phone, healthcare-related speech recognition applications throughout product lifetime
- Worked with HMO customers and account managers to define application scope, requirements, project schedule, and security/data transfer protocols
- Authored speech interface and coded JavaScript implementation for COM-based speech recognition platform
- Developed procedures and C++/VB-based QA and testing tools that reduced development time by 40%
- Delivered 14 applications accounting for \$2 million in revenue
- Collaboratively developed patented outbound calling interface with millions of users to date – named on patent

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

B.S. Cognitive Science

Engineering Studies Minor

W.P. Carey School of Business, Arizona State University, Tempe, AZ

Master of Business Administration

Software Engineering Concentration

PERSONAL HONORS & ACTIVITIES

Carnegie Mellon University Alumni Admissions Council

Member of Beta Gamma Sigma, National Business Honor Society

Patented Inventor (Method of Determining Outbound Call Recipient Using Speech Recognition)

General Aviation – Private pilot (Single-engine, instrument)

Active triathlete