Bruce Alderson

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Senior Engineering Manager

Dynamic Leader with Over 25 Years of Expertise in Project Management, Product Design, & Data Analysis

Outstanding engineering leader offering expertise across software development, systems architecture, and technical leadership. A proven track record of scaling high-performance teams and delivering innovative solutions in dynamic environments. Deep technical expertise combined with an understanding of the importance of client engagement and satisfaction. Collaborative team leader continually focused on building relationships to produce highly effective teams, increasing productivity, and improving outcomes. Individual dedicated to self-reflection and personal improvement who consistently exceeds performance metrics.

CORE COMPETENCIES

♦ Product Launch	♦ Agile Methodologies	♦ Engineering Principles
♦ Budget Management	♦ Data & Analytics	♦ Team Leadership
♦ Cloud Infrastructure	♦ Talent Development	♦ Risk Mitigation
♦ Operational Processes	♦ Software Architecture/Scalability	♦ Process Optimization
♦ User Experience	♦ Solution Integration	♦ AI/ML Systems

PROFESSIONAL EXPERIENCE

Intuit Mailchimp   *2022 - Present*

Staff Engineering Manager, Product (2024 – Present)

▸ Led a team of 25 staff in delivering technical roadmaps for a $1B product portfolio, driving system improvements to achieve 99% uptime while increasing customer retention to 80%.

▸ Directed a machine learning infrastructure initiative, launching a prototype service that classified 100M+ API datapoints in < 1 week, and uncovering $300B in customer ecommerce revenue linked to marketing spend.

▸ Implemented a modernization initiative to improve operational excellence for all 265 public APIs, exceeding 99.99% uptime, lowering failure rates by 35%, and reducing the median request time by 40% (from 1200ms to 500ms).

▸ Deployed new data infrastructure, increasing ecommerce data coverage from 45% to 95% for customers, supporting event-based data and enabling ingestion of 7 additional ecommerce and business data models.

▸ Streamlined partner onboarding by simplifying signup and authentication flows (11 screens to 3, 3 steps to 1) and optimizing backend API sync performance, driving a 60% increase in integration success (from 50% to 80%).

Senior Product Manager (2022 – 2024)

▸ Oversaw a team of 20 staff and managed a portfolio of 265 public APIs and infrastructure products, developing strategic plans and product roadmaps to ensure teams met 100% of KPI targets.

▸ Managed the public platforms team through a $12B acquisition, spearheading the migration of infrastructure services from GCP to AWS within 2 years while ensuring the project was completed within budget.

‣ Served as an Integrations Product Director and Engineering Director, supervising 5 product managers, 75 product staff, and 50 engineering staff, ensuring continuity of services and projects.

‣ Directed a special growth team, improving the first-use experiences based on measures and VOC to achieve a 6% increase in onboarding success (from 8% to 14%) within 3 months, with an additional 14% growth the following year.

‣ Launched an ML-driven product to detect and classify public endpoint abuse and TOS violations, reducing spurious and suspicious API calls by 75% and boosting performance for paid and trial customers by 60%.

‣ Modernized an email-only solution to include SMS based marketing tools, supporting expansion into a $13B global market, and oversaw a project to improve operational excellence, exceeding the target of 500ms medial call duration.

RSG Mailchimp   2019 - 2022
Senior Engineering Manager

‣ Managed the public API and infrastructure team of 20 staff to support 60 strategic partners and 300 independent partners, supporting over $900MM in annual revenue for the organization through scalable platform reliability.

‣ Oversaw the creation of the eCommerce engineering group, delivering a beta product within 1.5 years, and created a payments product within 6 months, supporting the organization's strategic growth objectives.

‣ Spearheaded a project to upgrade 10-year-old infrastructure, implementing advanced analysis features to enable customers to measure ROI and improve the conversion to paid customers by 22% (from 58% to 80%).

LemonStand eCommerce   2014 - 2019
Chief Technology Officer

‣ Led a team of 12 product, engineering, and design staff for a startup, reducing operating costs by 90% (from $250k annually to $20k) and leading the team through a successful $20MM stock sale.

‣ Built new product features for high-profile customers, including new sales tools and advanced trial features, supporting the growth of partners from hundreds of customers to over 10MM customers.

Napkin Design Services   2006 - 2014
Chief Technology Officer (2009 – 2014)

‣ Created customized interactive media webpages for a portfolio of 166 clients, driving up to $20M in client revenue and generating over 150MM page views within launch periods.

‣ Improved client user experience by increasing positive webpage feedback from 65% to 95% through targeted enhancements informed by voice of customer (VOC) data and iterative development.

Consultant (2006 – 2009)

EDUCATION & TECHNICAL SKILLS

Undergraduate Studies – Computer Information Systems – *University College of the Fraser Valley*

Technical Skills: Java, C, C++, Assembly, PHP, JavaScript, ReactJS, AngularJS, Node.js, XML, RESTful Web Services, SQL, MySQL, Perl, C#, .NET, Apache, AWS, GCP, Visual Studio