Contact

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Top Skills

Agile Application Development

Amazon Web Services (AWS)

Solution Architecture

Certifications

How to Think Strategically

AWS Certified Cloud Practioner

Digital MBA for Technology Leaders

Careers in Supply Chain and
Operations

AI for Business

Vigi John

Head of Engineering | VP | Senior Director Software Engineering |
TypeScript/React/Node.js/Java AWS | Travel Tech & Marketplace
Platforms | SaaS & Enterprise Software | HRIS
Atlanta Metropolitan Area

Summary

An engineering leader who bridges technical depth with business
strategy, seeking Sr Director, VP, or
CTO opportunities to help build the future of tech with AI in
ecommerce. With proven experience
scaling applications serving hundreds of thousands of users across
B2B and B2C domains, I've
delivered transformative results in Travel (Orbitz), HRIS (Ultimate
Software), and Recreational Vehicle
Marketplaces. Throughout my career, I've focused on modernizing
legacy systems, implementing
quality-focused processes, and building high-performing teams that
deliver results at scale in the
rapidly growing global e-commerce market.

Experience

Boats Group
6 years 6 months

Senior Director of Software Engineering
September 2021 - Present (4 years 3 months)
Alpharetta, Georgia, United States

Spearheaded AI adoption initiatives across multiple teams, implementing
ChatGPT and Claude
models with predictive analytics and AI-powered features to enhance dealer
productivity and
customer experience, reducing listing creation time from 3+ hours to under 20
minutes
Managed multiple engineering teams overseeing 15+ marketplace websites
spanning US, EU, and LATAM regions, multiple internal tools supporting 15
languages, and For Sale
by Owner B2C platform

Led development and implementation of Trident Financial loan application system, delivering end-
to-end financial services platform for marine financing solutions
Oversaw YachtCloser closing document platform development, streamlining complex transaction
documentation and escrow processes for high-value asset transfers
Mentored junior managers and fostered positive engineering culture across distributed teams,
implementing operational and talent development goals aligned with ecommerce industry best
practices
Spearheaded technical debt remediation initiatives, successfully migrating legacy systems to
modern technology stacks while maintaining business continuity—reduced deployment time by
65%, critical for competing in fast-paced ecommerce environments
Implemented automated CI/CD pipelines with governance and deployment gates in SDLC process
enabling teams to deploy independently while maintaining quality standards essential for 24/7
ecommerce operations
Established robust 24/7 on-call support systems with clear escalation paths and continuous
improvement mechanisms, reducing customer-impacting incidents by 60%— exceeding industry
standards for ecommerce uptime
Daily user of Salesforce to manage loan applications and customer support tickets, optimizing
workflows through custom reports and integration improvements—reduced ticket resolution time
by 47%, exceeding ecommerce industry benchmarks
Increased user engagement by 28% through strategic mobile SDLC improvements and timely
feature releases

Director Of Software Development
June 2019 - September 2021 (2 years 4 months)
Alpharetta, Georgia, United States

Managed headcount planning, resource allocation, and technology investment decisions

Led Business Intelligence initiatives, developing data analytics platforms and reporting solutions
using Tableau, Looker, and QlikView to drive data-driven decision making across the organization
Managed BI team and data warehouse operations, implementing ETL processes and reporting
solutions that provided actionable insights for business stakeholders and improved reporting
efficiency
Successf
ully integrated A/B testing platforms (Google Optimize, Kameleoon, Optimizely), Google
Analytics, and behavioral tracking to deliver insights and drive user-focused enhancements across
the product suite, leveraging best practices from high-converting ecommerce platforms
Played crucial role in achieving SOC2 compliance and ensuring systems met requirements for
merger and acquisitions due diligence, essential for operating in the regulated ecommerce
landscape. Implemented comprehensive data privacy and security requirements, maintaining
regulatory compliance across all SaaS platforms while establishing robust data protection
protocols that exceeded industry standards for customer data management
Created custom website solutions with efficient delivery processes and rapid turnaround times for
enterprise clients, capitalizing on the growing B2B ecommerce segment
Recruited specialized front-end engineering talent and implemented efficient delivery workflows
with A/B testing capabilities, essential for optimizing conversion rates in ecommerce
Designed and implemented AWS infrastructure solutions using Node.js/ Express backends to
support high-traffic SaaS applications serving tens of thousands of daily users in the competitive
marine ecommerce marketplace

UKG
3 years 2 months

Sr Software Development Manager
March 2018 - May 2019 (1 year 3 months)
Alpharetta, Georgia, United States

During this time I managed several teams on the Operations portion of IT. This included the team that architected desktop images on desktops (Windows & Mac), the G Suite administration team, database administrators & DevOps. With each of these teams I focussed on crafting their learning paths to develop them as team players and gain expertise in their technical domains. Worked with each team to craft their vision of their would like to see their domains and systems in the next couple of years and built measurable goals to get to the end state.

Sr Software Development Manager
October 2016 - March 2018 (1 year 6 months)
Alpharetta, Georgia, United States

Lead the internal tools application development team in Information Services. During this time we went from a 3 month delivery model to a once a week deployment to production by energizing and providing clear actionable goals for each team member. I helped advocate for technical excellence and increased quality standards in development, testing & process changes.

Software Development Manager
April 2016 - October 2016 (7 months)
Weston, FL

Lead a development team creating internal applications to make our employees lives easier. In this role I worked with the developers, QE's & BA's to ensure timely delivery of feature sets, leading stand ups as needed, technical guidance & coaching team members, participated in cross-functional coordination, planning, and reviews with leads from other teams.

Expedia Group
10 years 3 months

Software Development Manager
January 2006 - March 2016 (10 years 3 months)
Greater Chicago Area

In this role I lead a team that focussed on directing traffic (meta, SEO, SEM and email) to the Orbitz branded sites and providing tools and processes to help with the Test and Learn initiatives at the company. I've learned to help the team utilize Scrum and Kanban methodologies for managing work and timely delivery of quality committed features.

We developed and maintained internal applications that took each traffic segment to the best performing and relevant landing page to increase conversion. I worked closely with business partners from each traffic segment to build trust and relationships to achieve the best results.

For the Test and Learn initiative I worked with stakeholders to understand, prioritize and estimate resources required for new features to an internal tool in addition to it's enhancements and bug fixes. The stakeholders included internal development teams, product development managers and directors and business strategy teams at Orbitz. The tool allowed them to activate, deactivate, edit and analyze site experiments on all our brands (US, EB and APAC)

As part of the role I've coached my remote and local direct reports to achieve above and beyond changes and results in their development career.

Technical Lead
March 2012 - March 2014 (2 years 1 month)
Led technical architecture and implementation decisions for high-volume traffic management
systems serving millions of daily users across Orbitz branded properties
Designed and developed scalable solutions for SEO, SEM, and email marketing platforms,
optimizing conversion f
unnels and user acquisition workflows
Mentored development team members on best practices for web application development, code
quality, and performance optimization in high-traffic environments
Collaborated with cross-f
unctional teams to translate business requirements into technical specifications, ensuring alignment between marketing objectives and engineering capabilities
Implemented automated testing frameworks and deployment processes, reducing production
defects and improving release velocity for marketing-critical features
Optimized database queries and application performance, achieving significant improvements in
page load times and user experience metrics
Participated in technical decision-making for platform modernization initiatives, evaluating new

technologies and frameworks for integration into existing systems

Senior Software Engineer
March 2009 - March 2012 (3 years 1 month)
Chicago

Developed and maintained core web applications for Orbitz travel booking platform, contributing to
systems that processed millions of transactions annually
Built responsive user interfaces and booking flows using modern web technologies, focusing on
conversion optimization and user experience improvements
Implemented complex business logic for travel search, pricing, and inventory management
systems, ensuring accuracy and performance at scale
Collaborated with QA teams to establish comprehensive testing strategies, including unit testing,
integration testing, and automated regression testing
Participated in code reviews and technical design discussions, contributing to architectural
decisions and coding standards across the development team
Optimized application performance through database query optimization, caching strategies, and
front-end performance improvements
Worked closely with product managers and UX designers to translate user requirements into
technical solutions, delivering features that enhanced customer booking experience
Contributed to API development and third-party integrations, enabling seamless data exchange
with airline, hotel, and car rental partners
Participated in on-call rotations and production support, ensuring system reliability and rapid
resolution of customer-impacting issues

Engineer 2
December 2007 - May 2009 (1 year 6 months)

Sabre
Intern
2003 - 2004 (1 year)

As an Intern I was required to Complete Workflow Analysis and identify workflow efficiencies, including process flow improvements and/or automation opportunities. Complete Analysis of Mainframe and Open Systems Tax databases and applications (both web based & desktop), design and develop user interface for data entry as well as software utilities which facilitate efficient update of the Tax database.

Summer Project 1 : The major task for this project was to extract information from the database in the Tax Domain and transfer them over to the Legacy side. This involved writing Unix scripts to run the make and generate processes, property files and several Java files that would retrieve relevant fields from the currently used platform and pack them into a form understood by the Legacy or TPF side. An added advantage was to understand and work on outdated IBM TPF coding logic.

Summer Project 2 : When third party vendors decided to automate their process of sending the company data this project came into effect. This involved writing shell scripts and map files in the Unix environment, C & Java files that perform a batch process to enable reliable transfer between the database and the application logic.

Summer Project 3: This project allowed me to have an hands on experience with XML, XSD and XSL files, the struts architecture and Apache POI elements (Excel). It included integrating these elements with Java to produce GUI, which are used internally in the company.

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Education

The University of Texas at Austin
MS SE · (2005)

College of Engineering, Adoor
Bachelor of Engineering - BE

GEMS Our Own English High School Dubai