Derik Hammer

Director of Engineering (Data & SaaS Platforms)

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Summary

Technical Engineering Leader with 15+ years of experience architecting high-scale SaaS platforms. Two-time Microsoft Data Platform MVP recognized globally for data leadership. Leveraged temporary product-side experience to build deep business empathy and bridge architectural complexity with board-level commercial growth. Proven track record of scaling technical teams from 1 to 12, leading teams of 30+, and accelerating delivery velocity through mature Agile governance.

Industry-Recognized Domain Authority: One of only ~435 global professionals designated as a Microsoft Data Platform MVP each year; leverages deep technical expertise to set high-level architectural standards and represents the organization at the industry level

Strategic Brand Evangelism: Represented the organization as a technical expert at 24+ global industry conferences; utilized these platforms to build company talent branding and establish the engineering organization as a leader in data systems

Civic and Entrepreneurial Stewardship: Extends executive leadership into the civic and real estate sectors as Chairman of the Board for Middle Class United Cooperative and Owner of Hammer Real Estate Investments, LLC; manages complex governance structures, financial risk assessment, and long-term strategic planning to drive community impact and portfolio growth.

Experience

Olo (Mobo Systems, Inc.)

2024-Present | Senior Product Manager – Delivery and Menu Product

- Reduced "Never Delivered" errors by 23% by leading the engineering team to improve the reliability of guest intent for "leave it at the door" deliveries and established new defaults.
- Directed the engineering execution of the complex "Split Pay" architectural rollout, managing cross-service dependencies to enable high-scale revenue growth while maintaining zero platform regressions.

Strategic Engineering Leadership

- **Cross-Functional:** Build high-level roadmaps aligning technical execution with commercial growth
- **Scaling:** Scaled teams 1-12 using "people-first" leadership and high-retention practices
- **Governance:** Utilize OKRs and DORA metrics to accelerate engineering velocity
- **Management:** Strategic oversight of $8M+ budgets and partners (AWS, Microsoft, Snowflake)
- **Evangelism:** Industry speaker bridging technical complexity with executive goals

Technical Strategy & Execution

- **Architecture:** Expert in resilient B2B SaaS and PaaS system design
- **IaC/Automation:** Deploying global CI/CD pipelines (Octopus, Jenkins) and automated testing
- **Reliability:** Proven success reducing fleet restart cycles 90% via engineering hardening
- **Data:** Expert in Microsoft SQL Server, AWS Redshift, Data Modeling & Analysis
- **Cloud:** Deep authority in AWS, Snowflake, and Azure SQL Warehouse
- **Full-Stack:** Expertise in Python, C#/.NET, and Test-Driven Development (TDD)
- **Event driven:** Kafka, SQS
- **Containerization:** Docker, Kubernetes
- **AI:** Gemini, ChatGPT, Cursor, MCP servers

Enterprise Tooling

- **Ops:** Atlassian Suite (JIRA/Confluence), Azure DevOps (TFS), Innotas PPM.
- **Visuals:** Looker, Tableau, PowerBI, Miro, Whimsical, Erwin Data Modeler
- **AI;** v0, Cursor, Copilot, Gemini, ChatGPT

- Orchestrated the invoicing and billing evolution of our delivery fees passthrough system to support disparate payment and tip-distribution services; consolidated back-end logic to eliminate financial data disparities and recapture $490k in revenue-at-risk for our Catering+ product.
- Architected the technical roadmap for "Delivery Unification," reducing long-term technical debt by bridging 3rd-party and 1st-party service architectures to support high-scale hybrid delivery operations.
- Appointed to the Menu team, a team in crisis, to help reset expectations and priorities and to redefine the near and long term roadmaps to meet leadership objectives.
- Turned around an underperforming engineering vertical by establishing clear technical execution standards and a rigorous debt-reduction strategy. Restored delivery predictability and stakeholder trust by aligning system output with long-term architectural stability.
- Fully embraced AI into discovery and project planning workflows resulting in single-day prototype builds and customer feedback two months earlier than typical.
- Set AI integration strategy to revolutionize our Menu Admin product resulting in a project plan that solved four times as many customer problems in the same time as the traditional approach.

2023-2024 | Senior Technical Product Manager – Ordering Scale & Performance
- Standardized engineering capacity planning through my "Scalability Beacon" framework, a metrics-driven intake system that prioritized systemic platform stability over reactive feature additions.
- Peer reviews celebrate Derik for helping to reduce team whiplash by successfully serving as an intake and filter for opportunities from stakeholders across Engineering at all levels.
- Modernized core ordering platform resilience by standardizing HttpClient instantiation patterns across microservices, eliminating recurring socket exhaustion and improving platform uptime.
- Achieved best-in-class operational efficiency by slashing production host provisioning MTTR by 38% and optimizing host-fleet orchestration to reduce system restart cycles from 40m to 4m.
- Served as a member of the hackathon planning committee (last three years) and has also presented Tech Talks, demonstrating his position as a thought leader at Olo.

2020-2023 | Senior Engineering Manager – (Acting Director – Data Infrastructure and Engineering)
- Managed a 20 TB Snowflake data warehouse and a 10 TB Redshift data warehouse. Largest table: 161 billion records.
- Built and scaled the organization's foundational data infrastructure vertical from 1 to 12 members; implemented cross-functional hiring and retention strategies to support enterprise platform needs.
- Directed the greenfield build-out of "The Emporium," an internal Platform-as-a-Service (PaaS) to democratize large-scale data processing; transitioned engineering culture from monolithic cycles to incremental, feedback-driven delivery models.
- **Strategic Headcount Scaling:** Architected and executed a growth plan to scale the foundational data infrastructure group from 1 to 12 members, focusing on high-retention hiring and cross-functional team design.
- **Operational Excellence:** Developed and standardized a comprehensive Agile governance framework recognized by leadership for its clarity; concurrently designed and launched the Platform Group's OKR program to align engineering output with executive goals.
- Has demonstrated the ability to work across the entire organization.
  - Directly interfaced with the CTO, CISO, and SVP of Engineering, along with one General Manager in the pursuit of my day-to-day activities.

- ◦ Engaging public speaker who has demonstrated this skill in departmental Tech Talks and MCing events with over 300 participants. In addition, outside of his corporate roles, Derik has presented at over 24 conferences and events with audiences as intimate as five attendees and as large as one hundred and fifty.
- Incorporated modern product innovations into the data platform by leading Olo into being an early adopter of self-service data methodologies in response to internal requests and internal customer pain points.
- Contributed to ongoing definition, prioritization and planning of the Data Infrastructure team's product roadmap as the original visionary of the product strategy, as a partner to Product, and as an essential member of the Data Science and Engineering leadership team.
- Was a key contributor to all product specifications for Olo's data program and led user workflow and design sessions to refine the user experience in conjunction with feasible engineering plans.
- Championed data-driven assessments of the product including KPIs and value/ROI definitions.
- Effectively used visual artifacts, diagrams, and workflows to communicate with a variety of customers and stakeholders at different abstraction levels and catering to each audience's level of knowledge and target interests.
- Is adept at identifying gaps and pain points in complex systems that blend technology and humans.
- Has an extreme focus on customer goals and a deep desire to, "say no," to efforts that do not contribute towards meeting those goals.
- Is at ease around outside parties with experience managing vendor relationships and negotiating contract terms.
- Operates his teams using the Agile methodology, one team with Scrum and the other team with Kanban. Wrote his group's Agile guidance document. One Senior Program Manager was quoted as saying, "I wish more teams had guidance as clear as this, following best practices."
- Co-authored the organization's data strategy by leveraging the Press Release/FAQ and working backwards methodology and blending senior leadership team objectives with pain points and ideation from middle and front-line management, along with senior technical contributors.
- Split his team into two independent teams, effectively managing employee expectations/desires, decoupling work streams, and shifting the one team to a new management methodology with clear and effective change management practices.
- Aided with the implementation of an Objectives and Key Results (OKRs) program for the Platform Group and continues to evangelize the process and author OKRs for the Data Science and Engineering group.
- As a member of the data governance committee, he advised the group on architectural and strategic methodologies for managing data quality and availability in a democratized (self-service) environment.
- Taught engineers that were used to waterfall-like projects how to deliver vertical slices incrementally with an emphasis on customer feedback loops and validated learning.

Subway

2017-2020 | Senior Data Manager – (Global Data & BI Program Head)
- Leadership
  - ◦ **Culture & Delivery Restructuring:** Led the organizational pivot from siloed "throw it over the fence" delivery to integrated mission-critical support teams, significantly improving cross-team velocity and psychological safety.
  - ◦ Managed a team of four data architects and one ETL architect.
  - ◦ **Global Workforce Orchestration:** Directed a complex, multi-million dollar ($8M+) engineering modernization initiative, orchestrating a diverse 30+ person team of global consultants and FTEs across 3 continents.

- ◦ Managed vendor relationships with multiple external vendors, including; Amazon, Microsoft, Matillion, Knowledgent, Cognizant, Presidio, and Teradata.
  - ◦ Managed projects and expectations while interfacing with four major staff augmentation and consultant providers.
  - ◦ Took a team of five data architects who had a reputation for loud disagreements and stubborn behavior and turned them into a team who knows how to collaborate and build strong consensus based on central design principles.
  - ◦ Direct program manager interactions with both Microsoft and Amazon for feature feedback/technical analysis and leveraging their human resources to accelerate and stabilize projects.
  - ◦ Attended and presented at several executive briefing and steering committee meetings.
- ● Data Warehousing
  - ◦ Designed a data mart layer into our business intelligence stack resulting in a much more consistent model which improved business and data analysts' ability to easily comprehend the model and use it more effectively.
  - ◦ Coordinated design sessions and acted as direct contributor and final review/approval for all work as it relates to our on-premises Teradata warehouse and our Amazon Redshift warehouse.
  - ◦ Solution architect with overall responsibility for the quality of design and successful implementation for a 29-month project to migrate our Teradata warehouse into Amazon Redshift with a complete schema re-design.
  - ◦ Conducted a two-month proof of concept and deep technical comparison of Amazon Redshift and Microsoft Azure SQL Data Warehouse.
- ● Business Intelligence
  - ◦ Architectural design of our future state intermediate business intelligence layer which includes SQL Server Analysis Services (SSAS Tabular) cube and Amazon RDS PostgreSQL. The BI layer is built from Amazon Redshift and our data lake, hosted in Amazon S3.
  - ◦ Lead the design of a new data mart layer to our data warehouse; bringing together business product owners, executive office analytics teams, and data architects to build a consistent model which makes business sense to the users and stakeholders.
- ● DevOps & Quality
  - ◦ Designed the continuous delivery automated deployment workflow for promoting changings in our data warehouse, metadata database, and integration processes.
  - ◦ Authored functional testing standards and implemented automated integration testing for our platform.

Education

Bachelor of Science in Computer Information Systems with a focus in Database Management
Summa cum laude with a 3.97 GPA (2014)

Details from roles further in the past are available, upon request.