

# Derik Hammer

Director of Engineering (Data & SaaS Platforms)

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## Summary

- Two-time Microsoft Data Platform MVP — one of ~435 designated globally per year
- Built Olo's data infrastructure org from 1 -> 12 engineers; expanded scope to multi-domain product engineering across 3 verticals
- Directed 30+ person global programs; \$8M+ budget authority; AWS, Microsoft, and Snowflake partnerships
- Routine interface with CTO, CISO, and SVP of Engineering; 24 global conference appearances

## Experience

Olo (Mobo Systems, Inc.)

**2023-Present | Senior Product Engineering Manager**

**Domain Teams: Ordering Scale & Performance, Delivery, then Menu**

- 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.
- 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.
- 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.
- Authored 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.
- Turned around the underperforming Delivery 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.

## 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

- 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.
- Standardized engineering capacity planning through proprietary "Scalability Beacon" framework, a metrics-driven intake system that prioritized systemic platform stability over reactive feature additions.
- 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.

### **2020-2023 | Director, Data Infrastructure & 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.
- 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.
- Directly interfaced with the CTO, CISO, and SVP of Engineering, along with one General Manager.
- Presented at 24+ external conferences and MCed internal events with 300+ attendees.
- 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 one team into two independent verticals, 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.
- Advised the data governance committee on architectural and strategic methodologies for managing data quality in a democratized environment.

### Subway

#### **2017-2020 | Global Data & BI Program Head**

- Directed a complex, multi-million dollar (\$8M+) engineering modernization initiative, orchestrating a diverse 30+ person team of global consultants and FTEs across 3 continents.
- Served as solution architect with full responsibility for the 29-month Teradata-to-Redshift migration, including complete schema redesign.
- 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.

- 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.
- Led 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.
- Partnered directly with Microsoft and Amazon program managers for feature feedback, technical analysis, and project acceleration.

### **Education**

Bachelor of Science in Computer Information Systems with a focus in Database Management

Summa cum laude with a 3.97 GPA (2014)

### **Board & Civic Leadership**

#### **2025-Present | Chairman of the Board of Director, Middle Class United Cooperative**

- Directed Initial Capital Strategy: Oversaw the cooperative's initial process and standards build out while managing over \$3 million from 6,500+ members to ensure the organization had the liquidity needed to begin real estate acquisitions.
- Set Real Estate Acquisition Standards: Guided the board in defining the specific criteria for purchasing residential properties, focusing on assets that can be converted into affordable, non-speculative housing for middle-class families.

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