# DAN GOLDENBAUM

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## EXECUTIVE SUMMARY

Accomplished Senior Technology Leader with 15+ years of experience driving digital transformation initiatives across enterprise-scale platforms. Proven track record managing large technology teams (40+ members), leading platform implementations, and delivering customer-centric digital experiences for major brands. Expert in headless commerce, marketing technology integration, mobile app development, AI workflow automation and vendor ecosystem management. Demonstrated success translating business strategies into scalable technology solutions that drive measurable outcomes and enhance customer satisfaction across web, mobile, and omnichannel platforms.

## CORE COMPETENCIES

**Technology Leadership:** Team management (40+ members) • Cross-functional collaboration • Vendor relationship management • Technology roadmap development • Digital transformation strategy

**eCommerce & Digital Platforms:** Enterprise eCommerce implementations • Headless commerce architecture • B2B/B2C platform optimization • Mobile-first development • Microservices architecture

**AI Automation**: Build intelligent workflows • Streamline business processes through custom AI agents • System integrations with n8n, Make, LangChain, and OpenAI APIs

**Platform Implementation Expertise:** React/React Native • Next.js • iOS/Android development • API integration • DevSecOps practices • Cloud platforms • CMS • Personalization • Analytics • Marketing Automation

## KEY ACHIEVMENTS

**Successfully managed 40+ person technology teams** across multiple geographic locations

**Led enterprise eCommerce implementations** supporting multi-million dollar revenue operations

**Implemented headless commerce solutions** improving platform scalability and customer experience

**Established technology practice** in new geographic market, growing from startup to 40+ team members

**Delivered mobile applications** for major hospitality and automotive brands with millions of users

## PROFESSIONAL EXPERIENCE

### VP of Technology

**GlueIQ** | Atlanta, GA | Jan 2023 - Present

Lead comprehensive digital technology strategy and execution for enterprise clients, managing cross-functional teams to deliver next-generation eCommerce and mobile solutions.

• **Built enterprise eCommerce platform** using Optimizely CMS for global beverage distribution leader, enabling B2B ordering, delivery management, and customer insights - directly supporting multi-million dollar revenue operations • **Developed mobile-first hotel booking applications** in React Native (iOS + Android) for major hospitality brand, integrating booking engines and streaming platforms to enhance customer experience • **Architected luxury hotel websites** with headless CMS capabilities and major booking platform integrations, improving conversion rates and operational efficiency
 • **Enhanced proprietary eCommerce platform** for leading automotive parts brand, including custom React component development and Framer integration for product launches • **Delivered charter flight booking platform** in Next.js for boutique airline, creating mobile-optimized customer experience for luxury travel market

### Technology Director

**Work & Co** | Atlanta, GA | Dec 2022 - Jan 2023

Led technology implementations for Fortune 500 clients including Vistaprint, Royal Caribbean, and Harley-Davidson, focusing on headless, microservice-based React applications.

• **Built consumer eCommerce website** within Vistaprint's microservices infrastructure for wedding invitations and customized print materials • **Streamlined digital financial services application** for Harley-Davidson, enabling remote sales processes and customer-representative interactions • **Collaborated directly with clients** during design and development phases to architect technical solutions and lead development teams • **Provided technical leadership** alongside Product Owners to guide creative teams toward highly executable interface designs

### Adobe Experience Cloud Solution Architect

**Avanade** | Atlanta, GA | Sep 2019 - Dec 2022

Enabled enterprise clients with comprehensive digital marketing solutions, specializing in Adobe and Microsoft technology integrations.

• **Led development teams** through discovery and implementation of Adobe Experience Manager (AEM) websites for enterprise clients • **Architected marketing technology solutions** integrating Microsoft Dynamics and Adobe Marketing Cloud to meet client digital marketing goals • **Managed client relationships** from requirements gathering through solution delivery, ensuring alignment with business objectives • **Collaborated with Global Center of Excellence** to establish best practices for digital marketing technology implementations

### Adobe Marketing Cloud Practice Lead

**Teksystems Global Services** | Atlanta, GA | Oct 2018 - Sep 2019

Built and led Adobe Marketing Cloud practice, working directly with enterprise clients including T-Mobile and T. Rowe Price.

• **Developed practice strategy** for digital marketing solutions, aligning with sales teams on go-to-market approaches • **Led AEM implementations** and content operations enablement for major telecommunications and financial services clients • **Established partner relationships** to pursue joint opportunities in digital marketing technology space

### Managing Director, Technology & Solutions Delivery

**VMLY&R** | Kansas City, MO / Atlanta, GA | Dec 2004 - Oct 2018

**Promoted through technical leadership roles** from Developer to Managing Director, ultimately leading Southeast technology practice with 40+ team members across Atlanta and Bogota offices.

• **Managed technology organization** spanning two offices with 40+ developers, architects, and project managers supporting major brand clients • **Led digital transformation initiatives** from strategy through execution, partnering with marketing and technology stakeholders to achieve business KPIs • **Built internal technical capabilities** in Agile project management, modern web architectures, and emerging technologies • **Served as trusted advisor** to Fortune 500 clients throughout business acquisition and project execution phases • **Established Atlanta office** technology practice, growing regional capability and client relationships

### Full Stack Developer

**Scientific Learning** | Oakland, CA | May 2000 – May 2004

Developed and maintained educational software websites on custom PHP platform, gaining foundational experience in web application development.

# EDUCATION

**Northern Arizona University** | 1994 – 1998
Bachelor's in History | Minor in Computer Information Systems