Alex Khadiwala

Engineering Leader

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Focused on scaling high-performing teams, building impactful products, and driving measurable business outcomes

KEY ACHIEVEMENTS

- **Engineering Leadership & Team Scaling:** 7+ years leading and managing teams of up to 21 engineers, scaling team size and velocity, established/improving hiring processes, and delivering impactful products**.**
- **Large-Scale Engineering Initiatives:** Led backend modernization and CI/CD improvements at Society6, enhancing platform stability and development velocity, while growing revenue YoY from $74M to $138M and from 2M -> 4M monthly active users.
- **Revenue Growth & Product Development**: Led product / engineering at InsurGrid, driving 8x MRR growth in the first year to $850k with ground-up build out of scalable insurtech SaaS platform.
- **Cross-functional Collaboration and Planning:** Partnered with cross-functional teams, driving alignment between product, engineering, marketing, and stakeholders to define product roadmaps, quarterly goals and go-to-market strategies at multiple organizations.
- **Process-Driven Leadership & Engineering Scalability:** Established and optimized engineering processes and full software lifecycle, including agile methodologies, and on-call programs, improving development velocity, software quality, and team efficiency.
- **Redesigned Core Functionality:** Redesigned and rewrote Stitch Labs' core inventory allocation and fulfillment routing logic, ~250k sales orders per day, unlocking the ability to serve $1M-$100M retailers and secure higher-value contracts, driving ARR from $6M to $8M.
- **Mentorship & Career Development**: Provided bi-weekly 1:1s, career development, goal setting, and mentorship for engineers and engineering managers.
- **Business Development and Advisement**: Advising multiple early-stage startups, helping define product-market fit, establish engineering hiring strategies, and optimize technical processes.

WORK EXPERIENCE

April 2024 – Present **Apple (apple.com)** **Culver City, CA**
Engineering Manager

- I**mproving operational efficiency of program to build internal applications** for AppleTV+ and Apple Music
- **Engineering Manager and Tech Lead** from product discovery / architecture through to implementation
- Reduced average time to stand up environment from 3 weeks to 2 days
- Hired and built out team of full stack engineers
- Established program roadmap, mission, and vision
- Retool Enterprise, GCP, TypeScript, Node.js, Postgres, Kafka, Temporal, Kubernetes, Grafana

September 2023 – Present **Level Connections (levelconnections.com)** **Los Angeles, CA**
Fractional CTO

- **Advised on product strategy and roadmap for a relationship matchmaker-focused SaaS CRM**
- Built and launched a multi-tenant platform, hiring an off-shore development team for ongoing iteration
- Established product and development process for founders and development team
- Laravel 11, PHP 8.2, MySQL, Tailwind, Meilisearch, AWS

March 2023 – August 2023 **GoodDay Software** **Los Angeles, CA**
Interim Head of Engineering

- **Product design, systems architecture, information architecture, software development, and go to market strategy** for Netsuite alternative for Shopify merchants
- Topics include inventory costing/accounting, procurement, presale/backorder, and a variety of other fundamental merchant needs
- Next.js, NestJS, Node.js, React, TypeScript, MySQL

January 2021 – March 2023 **InsurGrid (insurgrid.com)** **Los Angeles, CA**
Head of Engineering

- **Scaled InsurGrid from zero to $850K ARR, driving 8x MRR growth** in the first year.
- **Built & led a team of 7 engineers**, establishing agile development, CI/CD pipelines, and platform monitoring.
- **Hired and developed engineering talent**, mentoring engineers through bi-weekly 1:1s and career development planning.
- **Established key engineering processes**, agile workflows, retrospectives, and operational monitoring to improve development velocity.
- React, Next.js, NestJS, Node.js, Laravel, MySQL, Redis, Data Dog, ELK, Docker, AWS, Jira

March 2019 – January 2021 **Society6 (society6.com)** **Santa Monica, CA**
VP of Engineering

- **Led a team of 21 engineers**, including 2 EMs and a Director, driving strategic planning and major process improvements.
- **Spearheaded platform modernization** by developing new backend architecture, CI/CD pipeline upgrades, and local development tooling, which improved development velocity by 25%.
- **Reduced vendor costs by $450K annually** by insourcing key functions, improving cost efficiency.
- **Established observability** for our infrastructure, SLAs, and escalation process/policies, ensuring system reliability and stability.
- Implemented engineering working agreements, on-call programs, and incident escalation policies, optimizing team efficiency.
- PHP, Laravel, PHPUnit, MySQL, Couchbase, Redis, ElasticSearch, Grafana, ELK, Docker, AWS, PagerDuty, Jira

December 2014 – February 2019 **Stitch Labs (stitchlabs.com)** **San Francisco, CA**
Tech Lead

- **Led a team of 5 engineers**, improving code quality, development standards, and mentoring engineers through bi-weekly 1:1s.
- **Redesigned core inventory allocation and fulfillment routing logic**, scaling to ~250K sales orders per day and unlocking high-value enterprise contracts.
- **Architected and implemented an inventory accounting system**, significantly improving financial tracking for merchants.
- Developed key sales channel sync logic and order routing, optimizing fulfillment efficiency.
- Assisted with devops for our 100s of virtualized servers on Google Cloud
- PHP, Laravel, MySQL, Vitess, PHPUnit, Grafana, ELK, Algolia, Docker, GCS, Jira

PRIOR EXPERIENCE

From: May 2003 - December 2014
Organizations: Saatchi Art, TechCrunch, Guthy Renker, Beatport, Alex Khadiwala Consulting
Roles: Director of Engineering, Senior Software Engineer, Consultant

MENTORSHIP

- Plato HQ (2020 - 2024) - Mentor senior engineers and engineering managers around leadership and management challenges
- Hypothesis Studio (2021 - 2024) - Mentor to startups in the Hypothesis portfolio
- CodePath.org (2021 - 2023) - Provide mentorship to engineers in the early days of their careers

Education

University of Colorado at Boulder - Fall 1998 – Spring 2003

College of Business and Administration	BS: Information Systems
College of Engineering	MS: Telecommunications