

KARIM SHEHADEH

Software Engineering Leader

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Software Engineering Leader and Developer with over 20 years of experience building and scaling high-performing teams, delivering complex technical solutions, and driving digital transformation. Proven track record in leading e-commerce platforms generating over \$1.2B annually, migrating legacy systems to modern architectures, and implementing SDLCs that improve efficiency and agility. A passionate advocate for engineering excellence, I bring a hands-on approach to development, actively contributing to technical solutions, mentoring engineers, and aligning strategy with business goals to deliver exceptional value.

EXPERIENCE

Under Armour **March 2015 – Present**

Sr. Manager, Platform E-Commerce *Current Position*

- Built and led a new platform team to oversee and optimize critical backend systems supporting Under Armour’s technology infrastructure, including cataloging and documenting new and existing systems.
- Defined workflows, automated processes, and implemented a consistent SDLC and cross-team communication strategies to enhance efficiency while migrating e-commerce systems to a multi-region architecture.
- Facilitated the seamless migration of authentication and profile management systems to a best-in-class solution, preserving user experience and internal operations.

Sr. Manager, Web Frontend E-Commerce *1 year 8 months*

- Redesigned the e-commerce platform’s front-end using NextJS and TypeScript, integrating with a GraphQL API, reducing top-of-funnel page load times from ~4 seconds to under 1 second.
- Enhanced CMS integration by adopting a headless architecture, enabling storytelling modules to be rendered in React and achieving a clear separation of concerns between CMS data and rendering code.
- Streamlined and automated the data layer and tag governance systems by consolidating tools and leveraging existing APIs, ensuring consistent tracking of third-party integrations to enhance customer privacy and security.

Lead, Software Architect E-Commerce *1 year*

- Developed and reviewed technical designs for large-scale projects (Loyalty program, Order Management, Authentication), built proofs of concept for headless commerce using NextJS and Salesforce Commerce Cloud, and created tooling for monitoring and maintenance, including DataDog connectors and AWS Lambda solutions.

Sr. Manager, Engineering E-Commerce *5 years 5 months*

- Led the development of e-commerce platforms generating \$1.2B+ annually, successfully migrating to a microservices architecture to enhance scalability and performance.
- Hired and onboarded 60+ engineers while implementing a structured process that improved team productivity, retention, and delivery efficiency.

- Implemented a streamlined SDLC supporting 10–20 daily releases and developed a graph database consolidating product data, optimizing supply chain and product management operations.

Mapbox August 2020 – August 2021

Manager, Engineering Navigation *1 year*

- Led roadmap planning, product strategy, architecture, and team velocity while delivering major projects such as a routing engine replacement.

Millennial Media September 2011 – March 2015

Sr. Manager, Engineering Mobile Advertising *3 years 6 months*

- Led a team of 10 engineers in the mobile advertising space to build foundational rich media tooling like a WYSIWYG Video Ad Builder and ad design platform helping to increase designer productivity by 200–300%. Also led the team that maintained our primary ad server which served over 1 billion daily requests generating 80% of Millennial Media’s revenue.

Verint December 2004 – September 2011

Principal Engineer Security *7 years 8 months*

- Dramatically increased scalability of our video surveillance products by implementing a centralized control center giving clients the ability to track dozens of cameras from a central location.
- Modernized and added significant functionality to Verint’s windows-based video browsing tool allowing 16 cameras to be viewed at once in a number of visual configurations.

VectorWorks September 1997 – December 2004

Sr. Engineer CAD *7 years 3 months*

- Developed key features for international CAD software, VectorWorks. Led the native Windows implementation by migrating shared code from a cross-platform UI library.

EDUCATION

St. Mary’s College of Maryland September 1992 – May 1997

Math/Computer Science

- Cum Laude