

Jim Woodroffe

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Engineering Leader

Growth oriented engineering leader with extensive experience building companies, products and software teams driven by the impact of the products and companies and looking to scale engineering organizations. Worked cross functionally with product and infrastructure teams in many different industries and at many different scales.

Experience

Datadog, New York, NY **01/2023 - Current**
Director of Engineering

Launched a new Cloud Cost Management product within Datadog that enables companies to place their cloud spending directly in front of engineering and in context of performance metrics.

- 0 to 1 project targeting the FinOps persona which is a new market segment for Datadog. This has involved significant cross org work to adapt core platforms for this new use case.
 - Defined technical strategy and product strategy in partnership with product management, design and product marketing.
 - Grew the product from \$0 to ~\$20mm ARR and from 0 to over 1000 paying customers.
- Scaled the team out from a single unit to 3 sub-orgs with clear responsibilities, key results and growth paths for team members.
 - Grew the org from 10 to 30 engineers while leading through managers of managers.
 - Grew 3 new managers from within the org and multiple promotions across levels.
- Led a new training initiative in the company for ICs who are interested in transitioning to a manager career track.
- Led a new initiative to expand responsibilities for the EM1 role to include more organizational higher judgement decisions in the hiring and compensation planning processes.

Meta, Menlo Park, CA **08/2020 - 01/2023**
Senior Engineering Manager

Core Systems builds the private cloud which runs Facebook products and manages a fleet of millions of servers and allows internal products to automatically scale within data centers and across data centers.

- Built Capacity Management Tooling organization from 9 to 49 people in 18 months. Hired rapidly and created a resilient organization structure of 5 managers (one manager of managers), 2 Senior Staff Engineers and 8 Staff Engineers split into 6 teams.
 - Organization supports internal compute infra portal experience, multi-tenant platform system tools, load-testing, auto-scaling, system capacity modeling, global service placement.
 - Developed organization structure, team mission, tactical execution plans and hiring strategy.
 - Communicated and aligned goals within the wider Infra org.
- Developed the company-wide strategy for service owners to adopt fully automated capacity management and modeling that evolved into a virtual team with 60 extended members led by this organization.
 - This group systematically drive automated capacity tooling and accounting throughout the entire hardware fleet.
 - In 2023, delivered 5% fleet wide efficiency improvement translating to billions in reduced future Capex.
- Built out strategy and teams to deliver an industry novel approach to managing cross data center placement of services and is critical for Meta's fleet to grow from 15 data centers to 60+.
 - Led this cross organization program run via a virtual team with 30 people on the extended team.
 - This worldwide orchestration engine managed 40% of the compute capacity and was expanding to 90% by aligning AI inference capacity with the traffic.
 - Identified an opportunity to use the same cross region optimization engine to improve top line ads revenue by 2.2% this year.
- Overhauled the structure of the senior IC promotion process resulting in a more consistent process for managers and more transparency for ICs.

Trax Retail, San Francisco, CA **01/2020 - 08/2020**
VP of Technology

Survey.com was acquired by Trax Retail in early 2020 and rebranded as the Trax Retail Dynamic Merchandising Solution. Trax Dynamic Merchandising scales effortlessly, shelf issues are identified real time, and merchandisers are mobilized in days, not weeks.

- Joined Trax Retail as part of the \$180mm Survey.com acquisition. During the early stages of Covid lockdowns, launched 2 new product lines to help large grocery chains manage supply chain disruptions and staffing crunches.
- Merged multiple engineering teams from different departments from Trax into the Survey engineering and product teams. This involved aligning vastly different team cultures and development styles across multiple locations and time zones during remote working.
- Doubled run rate of the business and successfully scaled systems to support the growth while onboarding new engineering teams and managing the transition to remote work.

Survey.com, San Francisco, CA **2013 - 01/2020**
Chief Technology Officer (CTO)

On-demand retail intelligence, merchandising and activation network connecting manufacturers and retailers to 600,000 fully vetted merchandising experts, with the technology ensuring flawless preparation, execution and reporting of all store visits.

- Built the first hybrid team of local SF engineers, US based remote engineers and offshore remote engineers. Survey.com routes thousands of “crowd users” daily to retail locations to perform merchandising and auditing tasks for companies ranging in scale from PepsiCo to Soylent.
 - Grew company valuation from \$2 million to \$180 million acquired by Trax Retail in early 2020.
 - As part of the senior management team, led the early pivot from a mobile market research firm into retail execution and dynamic store merchandising.
- Developed early product and technical plan to bridge the company transition involving systematic migration of revenue, technology and users.
- Built a dynamic user routing and scheduling engine with AI/ML driven automated task assignment enabling revenue to double while shrinking the user scheduling team by 90%.
- Multi-channel user communication and support platform unifies and prioritizes field communication across app push, SMS, email and phone using Twilio and AWS.

nSphere, Boston, MA **2009 - 2013**
Chief Technology Officer (CTO)

nSphere offered a technology platform for consumer data collection and interaction. Gathered millions of consumer data points and a proprietary engagement platform to initiate high-impact consumer marketing. Local data aggregation, distribution and monetization services.

- Grew company valuation from zero to 45 million dollars.
 - Built a 15 person Boston based Engineering, QA and DevOps team from scratch.
 - Built a 25 person offshore engineering team in Eastern Europe.
- Served 500k users per day and 19.5 million page-views per day.
 - Designed multi-tenant, multi-country, multi-lingual architecture.
 - Multiple data centers, combining cloud (AWS & Azure) and Rackspace physical infrastructure.

DirectoryM, Boston, MA **2006 - 2009**

VP of Engineering

DirectoryM provided business directory solutions to leading online publishers such as The Wall Street Journal Online, Forbes.com, BusinessWeek Online, ZDNet and Fast Company

- Built Boston based Engineering, QA and DevOps teams from 3 to 20.
- Raised multiple venture capital rounds as a member of the Senior Management Team.
- Built multiple PPC and PPL advertising product lines targeting Small and Medium Business.
- Organized a sale of the company from VCs to the original CEO.

RFPMarket, Boston, MA

2004 - 2006

Founding Software Engineer

Led initial development on a web based B2B RFP matching and distribution platform. Developed a complex bi-directional algorithm and system for matching vendors with business opportunities. Developed a complex bi-directional algorithm and system for matching vendors with business opportunities.

Circle Strategies, Boston, MA

2002 - 2004

Software Engineer

Designed, architected, implemented, tested, and maintained large-scale internet based applications for various clients. Worked with graphics, UI designers and clients to spec, architect and develop applications. Worked with graphics, UI designers and clients to spec, architect and develop applications.

Education

Oberlin College Oberlin, OH

Bachelor of Arts (BA), Physics