

Robert Wade

ENGINEERING LEADER · PLATFORM RELIABILITY · PARTNER
INTEGRATIONS · AI-AUGMENTED OPS

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EXPERTISE

LEADERSHIP

Multi-function org design · Hiring & bar-setting · Career frameworks · Performance management · PERM sponsorship · Exec / VP reporting

PLATFORM RELIABILITY

Incident command · On-call & PagerDuty · Blameless postmortems · SLAs · Observability · Peak-load readiness

PARTNER ENGINEERING

Enterprise integrations · Escalation management · Attribution & event pipelines · Retail media

AI & AUTOMATION

Claude + MCP · Custom MCP servers · Agentic PRD→ticket pipelines · Generative creative

STACK

BACKEND & DATA

Go · Python · Node.js · Postgres · Aurora · MongoDB · BigQuery

FRONTEND

TypeScript · React · Next.js · Tailwind

CLOUD & INFRA

AWS (ECS, EC2, RDS/Aurora, S3, SES, SageMaker) · GCP · Terraform · Docker · GitHub Actions

EDUCATION

A.A.S., Multimedia & Web Design

St. Charles Community College · 2004–2007

CERTIFICATIONS

- ITIL® Foundation — AXELOS
- Leadership Development Program — Centene

EARLIER

Software Engineer / Web Producer

Centene · 2013–2014

Team Lead, Visual Design

N-Depth Solutions · 2008–2013

Web Developer

Clear Pages · 2007–2008

PROFILE

Engineering leader with 19 years building and running technical organizations, including 10+ years in management. I own **Core Engineering and Solutions Engineering** at Button with **13 direct reports** — the platform behind **\$100B+ in driven mobile commerce** for Amazon, Walmart, Uber, Lyft, Fetch, and Sam's Club. A hands-on architect who still ships: I fix the systems, then fix the organization that owns them — and separately founded a consultancy that stands companies up end to end.

EXPERIENCE

Senior Engineering Manager — Core Engineering & Solutions Engineering

Button, Inc. · Oct 2020 – Present · Remote (NYC)

Own two engineering functions and 13 direct reports — Core Engineering (routing, attribution, data, infrastructure) and Solutions Engineering (partner delivery and technical escalation) — for the platform behind \$100B+ in driven mobile commerce across 200+ brands including Amazon, Walmart, Uber, Lyft, Fetch, Target, and Sam's Club. I own both the platform and the partner handoff most orgs split and drop.

RELIABILITY — RUN-THE-BUSINESS & KEEP-THE-LIGHTS-ON

- Own the **RTB/KTLO mandate** for the core platform — reliability, tech-debt paydown, and operational load for the systems moving \$100B+ in commerce.
- Rebuilt on-call, severity classification, and blameless postmortems from scratch — sustaining **99.99% uptime** and cutting MTTR. Incident commander through Prime Day and **Fetch's Super Bowl**, where the platform **peaked at ~5,260 RPS (~2.6x the planned peak)** with 4XX errors within normal limits.
- Cut **core-engineering interrupts ~30%** by standing up a Support→Data→Core escalation flow — converting reactive firefighting into protected delivery capacity.

SCALE, PLATFORM MODERNIZATION & AI-AUGMENTED OPERATIONS

- Hardened the order pipeline (parallelized finalization workers, **load-tested to 5,000 RPS**) and drove **Aurora migrations, ComStore/Django modernization, and Terraform + AWS provider upgrades** — clearing debt that had blocked platform progress.
- Stood up **ML-platform infrastructure (SageMaker)** and backed cost discipline including a single **~\$70K/yr AWS savings**.
- Sponsored internal **read-only LLM tooling** (Sam's Club order debugger and CSV validator) that cut manual triage load, built with tightly scoped tools to prevent hallucination. Helped drive AI-augmented delivery org-wide, with Claude-attributed code reaching **~45% of lines shipped** and ~two-thirds of merged PRs.

PARTNER INTEGRATIONS & REVENUE

- SE org landed and scaled integrations across **Best Buy, Sam's Club** (Glass/mParticle migration), **TurboTax, Target, Fetch, Uber One, Lululemon, Hostelworld, Puma, and Albertsons**.
- Cut enterprise integration onboarding time **30%** and raised revenue per integration **20%** by standardizing the integration path and removing bespoke per-partner engineering.
- Defined the SLAs and escalation model across Solutions Engineering, Partner Success, and Support; led formation and initial delivery of Button's **retail media product** (NY Post, Forbes, BuzzFeed).

ORGANIZATION

- Built the team I now run: raised the partner-facing hiring bar, formalized design review, authored the runbook/SOP library global teams use, and sponsored a **PERM labor certification** end to end.

Founder & Principal

Digital Tide • 2023 – Present · Remote

Founded and operate an independent technical consultancy. I stand businesses up end to end — cloud, email, application, automation, and go-to-market — then run them. Architect, operator, and PM in one seat.

- **Sanbar (sanbar.us)** — Built the client's entire technical foundation: GCP and AWS infrastructure, DNS, email and identity, deployment pipeline, and production site.
- **That Paleo Chick (thatpaleochick.com)** — Built the business, not just the site: AWS infrastructure, transactional and marketing email, automated social content production and scheduling via Postiz, publishing pipeline, and affiliate monetization. Runs as a near-fully automated operation.
- **Greedy®** — Ran project management for the full site redesign (scope, vendors, design-to-build, launch); own social marketing and paid acquisition, including a competitive-intelligence playbook from live Meta Ad Library analysis and AI-generated video creative.
- **Charter** — Designed and built an invoicing application end to end: auth, billing entities, invoice generation, and payment tracking.
- **Digital Tide (digitalti.de)** — Same playbook applied to my own firm, plus the engineering standards clients inherit: Linear-first delivery, GitHub Actions CI, Slack automation, and a hybrid repo model.

IT Manager, Engineering Chapter

Centene Corporation • Jan 2019 – Oct 2020 · St. Louis, MO

- Led **25 engineers across seven cross-functional Agile teams** delivering member-facing web and mobile applications and new health-plan implementations.
- Built the standard engineering process layer for all Web/Mobile matrix teams and defined the metrics leadership used for staffing and prioritization.
- Created a Developer Assessment Framework that made role expectations explicit; top 10% employee engagement across web leadership teams.

IT Manager, Member AI & Mobile → Senior Application Software Engineer

Centene Corporation • Sep 2014 – Jan 2019 · St. Louis, MO

- Built and led the cross-functional team that shipped a **self-service AI health assistant**, reducing call-center volume; established the SDLC framework for the inherited application.
- Delivered **20+ mobile applications** across iOS and Android; launched care management in the Florida market; standardized mobile build, release, and compliance for state contracts.
- As Senior Engineer: implemented OAuth 2.0 via API Gateway; migrated the department from SVN to Git; hired and mentored ~10 engineers.