

Derik Hammer

Director of Engineering, Data & SaaS Platforms | Senior Product Engineering Manager

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SUMMARY

Engineering leader specializing in data infrastructure and B2B SaaS platforms. Built Olo's data infrastructure organization from 1 to 12 engineers, then expanded scope to multi-domain product engineering across three verticals. Directed 30+ person global programs with \$8M+ budget authority and partner relationships across AWS, Microsoft, and Snowflake. Two-time Microsoft Data Platform MVP and a routine interface to CTO, CISO, and SVP of Engineering.

SKILLS

Leadership & Strategy: Engineering roadmaps, organizational scaling, hiring and retention, OKRs, DORA metrics, budget management (\$8M+), partner management, agile governance, change management, stakeholder management, executive communication

Architecture: B2B SaaS, Platform-as-a-Service (PaaS), microservices, event-driven architecture, distributed systems, system reliability, capacity planning

Data: Microsoft SQL Server, PostgreSQL, AWS Redshift, Snowflake, Azure SQL Data Warehouse, dbt, Apache Airflow, Apache Spark, ETL/ELT, data modeling, data warehousing, schema design, data governance, data quality, data strategy

Cloud & Infrastructure: AWS, Azure, infrastructure as code (IaC), Terraform, CloudFormation, Docker, Kubernetes, Kafka, Amazon SQS

Languages & Practices: Python, C#/.NET, SQL, test-driven development (TDD), automated testing, CI/CD, Octopus Deploy, Jenkins

AI: Generative AI, LLM tooling, MCP servers, AI-assisted development, Gemini, ChatGPT, Cursor, GitHub Copilot, v0

Tools: Jira, Confluence, Azure DevOps (TFS), Innotas PPM, Looker, Tableau, Power BI, Erwin Data Modeler, Miro, Whimsical

EXPERIENCE

Olo — Senior Product Engineering Manager

Jan 2023 – Present | Remote

- Led three domain teams in sequence: Ordering Scale & Performance, Delivery, then Menu.
- Appointed to the Menu team to reset expectations and priorities and to redefine near- and long-term roadmaps against leadership objectives.
- Reduced "Never Delivered" errors by 23% by improving the reliability of guest intent for "leave it at the door" deliveries and establishing new defaults.
- Directed engineering execution of the "Split Pay" architectural rollout, managing cross-service dependencies to enable high-scale revenue growth with zero platform regressions.
- Orchestrated the invoicing and billing evolution of the delivery-fee passthrough system to support disparate payment and tip-distribution services, consolidating back-end logic to eliminate financial data disparities and recapture \$490K in revenue-at-risk for Catering+.
- Authored the technical roadmap for "Delivery Unification," reducing long-term technical debt by bridging 3rd-party and 1st-party service architectures for hybrid delivery operations.
- Turned around the underperforming Delivery vertical by establishing clear technical execution standards and a debt-reduction strategy, restoring predictability and stakeholder trust.
- Integrated AI into discovery and project planning, producing single-day prototype builds and customer feedback two months earlier than typical.
- Set the AI integration strategy for the Menu Admin product, yielding a plan that solved four times as many customer problems in the same timeframe as the traditional approach.
- Standardized engineering capacity planning through the proprietary "Scalability Beacon" framework, a metrics-driven intake system prioritizing platform stability over reactive features.

- Modernized core ordering platform resilience by standardizing HttpClient instantiation across microservices, eliminating recurring socket exhaustion and improving uptime.
- Cut production host provisioning MTTR by 38% and reduced system restart cycles from 40 minutes to 4 minutes through host-fleet orchestration.

Olo — Director, Data Infrastructure & Engineering

Sep 2020 – Jan 2023 | Remote

- Built and scaled the foundational data infrastructure vertical from 1 to 12 engineers, implementing hiring and retention strategies to support enterprise platform needs.
- Managed a 20 TB Snowflake warehouse and a 10 TB AWS Redshift warehouse; largest table held 161 billion records.
- Directed the greenfield build-out of "The Emporium," an internal Platform-as-a-Service that democratized large-scale data processing and moved the culture from monolithic cycles to incremental, feedback-driven delivery.
- Developed a comprehensive Agile governance framework recognized by leadership for its clarity, and launched the Platform Group's OKR program to align engineering output with executive goals.
- Co-authored the data strategy using Press Release/FAQ and working-backwards methodology, blending senior leadership objectives with input from middle management and senior technical contributors.
- Split one team into two independent verticals, decoupling work streams and shifting management methodology with clear change-management practices.
- Advised the data governance committee on architectural and strategic methodologies for managing data quality in a democratized environment.
- Interfaced directly with the CTO, CISO, SVP of Engineering, and a General Manager.

Subway — Global Data & BI Program Head

Oct 2017 – Sep 2020

- Directed a multi-million dollar (\$8M+) engineering modernization initiative, orchestrating a 30+ person team of global consultants and FTEs across three continents.
- Served as solution architect with full responsibility for a 29-month Teradata-to-Redshift migration, including complete schema redesign.
- Led the organizational pivot from siloed "throw it over the fence" delivery to integrated mission-critical support teams, improving cross-team velocity and psychological safety.
- Rebuilt a five-person data architecture team known for stubborn disagreement into a collaborative group building consensus on central design principles.
- Led design of a new data mart layer, uniting business product owners, executive analytics teams, and data architects behind a consistent model that made sense to stakeholders.
- Partnered directly with Microsoft and Amazon program managers for feature feedback, technical analysis, and project acceleration.

EARLIER EXPERIENCE

- Tech Lead, Database Operations — Subway, 2016–2017
- Senior Database Administrator — Ascension Information Services, 2015–2016
- Data Architect / C# .NET Developer — Liberty Tax Service, 2011–2015
- Electrical and Mechanical Technician (Fire Controlman First Class) — U.S. Navy, 2005–2011
 - Security clearance: Secret (expired)

AWARDS & RECOGNITION

- Microsoft Data Platform MVP — two-time recipient; one of approximately 435 designated globally per year.
- Conference speaker — 24+ external conference appearances; MC for internal events with 300+ attendees.

EDUCATION

DeVry University

Bachelor of Science, Computer Information Systems (Database Management) | Mar 2010 – Jun 2014
Summa cum laude, 3.97 GPA

Middle Class United Cooperative — Chairman of the Board of Directors

2025 – Present

- Directed initial capital strategy, overseeing the process and standards build-out while managing over \$3 million from 6,500+ members to secure liquidity for real estate acquisitions.
- Set real estate acquisition standards, guiding the board in defining criteria for purchasing residential properties convertible into affordable, non-speculative middle-class housing.