

# DAVE MACAULAY

## Sr. Engineering Manager

☎ (512) 955 1811 @ hello@davemacaulay.com 🔗 linkedin.com/in/dave-macaulay/ 📄 github.com/davemacaulay  
📍 Austin, TX



## SUMMARY

Engineering professional with 13 years of experience in software development and team leadership, expert in e-commerce architecture and platform design. My key achievements include leading the BlueFootCMS to Magento Page Builder initiative, generating \$7 million+ in associated revenue, and developing solutions for Meta and PayPal on Adobe Commerce for Bold Commerce.

## EXPERIENCE

### Senior Engineering Manager

#### Bold Commerce

📅 06/2022 - Present 📍 Austin, TX

Powering Checkout and payments for brands like Harry Rosen and Staples Canada

- Managed 10+ engineers, staff engineers / architects and managers, driving career progression and developer happiness.
- Implemented new processes including an SDLC which saw team delivery improve by 20%. Improved overall visibility and organization of the engineering department.
- Led our Magento practice, serving as both a managerial lead and architect. Assisted in delivering key integrations with PayPal & Meta utilizing Bold products in Adobe Commerce, yielding Bold 50+ new merchants.
- Supported merchants directly and assisted in their onboarding to the Bold platform.

### Sr. Engineering Manager

#### Adobe

📅 02/2022 - 06/2022 📍 Austin, TX

- Managed 10+ engineers along with 1 EM, led efforts on the new React based storefront for Adobe Commerce, PWA Studio.
- Partnered with teams including AEM to shape and implement the long-term vision for next-generation commerce front-ends.

### Engineering Manager

#### Adobe

📅 10/2020 - 02/2022 📍 Austin, TX

- Led Roadmap Acceleration Program initiative to utilize existing known agencies and partners to help assist in engineering tasks for the project, utilizing unspent budget to deliver roadmap 25% quicker.

### Senior Software Engineer & Team Lead - MTS1

#### Adobe

📅 06/2019 - 10/2020 📍 Austin, TX

- Led implementation and architecture of Magento Page Builder integration into Magento PWA Studio, assisted 3rd party Hyva theme to integrate Page Builder.
- Worked alongside architecture in building extensibility into PWA Studio.
- Led teams to help accelerate both B2B (Purchase Order Rules) and PWA Studio (Venia 2.0 & Localization) projects.
- Took an architectural lead on localization strategy and design for PWA Studio.

## KEY ACHIEVEMENTS



### BlueFoot to Magento Page Builder

Developed, designed, supported and launched BlueFoot, the Page Builder for Magento. Acquired by Magento and to then lead teams and architecture with Magento to launch Magento Page Builder, seeing \$7m+ in confirmed associated revenue. Used by brands like Nike and Yamaha.



### Extension Development Success

Built solutions for Meta and PayPal on Adobe Commerce, enabling new exciting features to enter the Adobe Commerce space.



### Testing Strategy Excellence

Improved PWA Studio coverage by aligning testing strategies, increasing test coverage to 90% and improving overall quality dramatically.

## CERTIFICATIONS

### Adobe Certified Professional—Magento Commerce Developer

Adobe

### Magento 2 Certified Associate Developer

Magento, an Adobe Company

### Magento Certified Front End Developer

Magento

### Magento Certified Developer

Magento

### Magento Certified Developer Plus

Magento

### Magento Certified Solution Specialist

Magento

## EXPERIENCE

### Senior Full Stack Engineer - MTS1

#### Adobe Commerce

06/2017 - 06/2019 Barcelona, Spain

- Implemented and improved the new Page Builder offering, including releasing Page Builder GA on time with Magento Commerce 2.3.1.
- Team lead, architect and key contributor to the Page Builder project providing both back-end and front-end solutions.
- Advised on product direction for Page Builder.
- Ensured ongoing community communication post-release to give the community a voice in the future of Page Builder.
- Helped lead advancements in process and tech stack within the Magento product.
- Introduced TypeScript to the business and provided tooling to ensure its success.

### Contractor

#### Adobe Commerce

01/2017 - 06/2017 Brighton, United Kingdom

Since BlueFoot's acquisition by Magento I've been focusing on Implementing it into the core Magento product as their new Page Builder solution. Alongside supporting legacy versions made available to Enterprise merchants.

### Senior Magento Developer

#### GENE Commerce

10/2013 - 01/2017 Brighton, United Kingdom

- Built various functionality and modules for clients' Magento sites, including brands such as Hornby, Scalextric & Protein World.
- Built out infrastructure which saw a 30% speed increase for Protein World.
- Worked directly with account management and support on customer issues, providing quick and effective communication while implementing solutions. Frequently interacted directly with merchants.
- Created and owned the official Braintree extension, working directly with PayPal, along with the first Apple Pay extension for Magento 1.
- Led development on the BlueFoot CMS and Page Builder project for both Magento 1 and Magento 2.
- Led technical decisions, design & support for the BlueFoot CMS and Page Builder project, later acquired by Magento, an Adobe company.

### Magento Developer

#### GENE Commerce

10/2013 - 06/2014 Brighton, United Kingdom

- Implemented revenue generating features on Magento 1 for a slew of merchants.
- Utilized OCR to reduce costs of parts & spares business for Hornby Hobbies.

### Junior Web Developer

#### GSB Associates

09/2012 - 06/2013 Brighton, United Kingdom

I learned to apply my hobbyist programming knowledge to the world of e-commerce.

## EDUCATION

Level 3 Advanced Apprenticeship, Digital Communication and Media/Multimedia

#### Brighton MET

01/2012 - 12/2013 Brighton, United Kingdom

AS Computing, AS Business Studies, AS Media Studies

#### Varndean College, United Kingdom

01/2011 - 12/2012 Brighton, United Kingdom

## SKILLS

Checkout Mentoring

Game Development Game Design

Customer Service Operations

Composable Commerce

People Management

Software as a Service (SaaS) E-Commerce

PHP MySQL CSS CSS3 HTML 5

HTML jQuery JavaScript jQuery UI

SEO E-commerce Social Media

Business Strategy Marketing Strategy

Social Media Marketing

New Business Development Web Design

Digital Marketing Web Development

Project Management

Business Development Entrepreneurship

Marketing Digital Strategy Flash

Linux WordPress Magento

User Experience Web Analytics Git

XHTML User Interface Design HTML5