I am a creative and compassionate person with a background in software engineering. During my career path I have been a founder, an engineer, an architect and an engineering manager. I am a people person and find great proud in being a communicative and outgoing personality that easily adapts to new environments.

Simon Christian Krüger
Director of Technology and Engineering (DACH)

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📞 +491708878345
✉ hello@cr0ss.org

Profiles
in cr0ss
✕ cr0ss
⌂ kayoslab

Skills

Consultancy
■■■■■■□
MACH, Composable Commerce, Composable DXP, Headless, Microservice Architecture
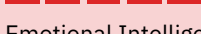
Partnerships
■■■■■■□
Partner Management, Business Case Design, Technical Evaluation, Account Mapping, Customer Success Management

Agile Methodologies
■■■■■■□
Scrum Master, Proxy Product Ownership, Agile Mentoring, Scaled
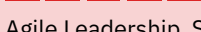
Making Coffee
■■■■■□
Emotional Intelligence, Interpersonal Relationships, Mentoring, Attitude

Software Engineering
■■■■■□
Architecture, Swift, Python, JAVA, Bash, Ruby, Obj-C, SQL

Leadership
■■■■■□
Agile Leadership, Servant Leader, Target Agreements, OKRs

Interests

Recreational
Cooking, Gardening, Reading

Sports
Scuba Diving, Rock Climbing, Yoga

Professional
Specialised Literature, Cloud Infrastructure, Deployments

Languages

German
■■■■■■
Native proficiency

English
■■■■■□
Full professional proficiency

Experience

Equal Experts — 2024-10-01 - today
Director of Technology and Engineering (DACH) — Remote
🔗 https://www.equalexperts.com

Growing the technical expertise and capabilities across the DACH region, representing diverse specialisms within our Deliver service and delivering expert leadership. Responsible for creating opportunities for EE to provide its customers with expertise in architecture, software craft and technical strategy & leadership.

intive GmbH — 2023-07-01 - 2024-09-30
CTO Solution Consultant
🔗 https://intive.com

Consulting and guiding clients across all verticals towards their technological future readiness; Partner manager for cloud and composable partners; Thought leadership and technology guidance; Counsellor;

intive GmbH — 2022-07-01 - 2023-06-30
Principal Solution Consultant
🔗 https://intive.com

Consulting and guiding e-commerce clients towards their future readiness; Partner manager for MACH and composable commerce partners; Evaluation of new opportunities and partners;

intive GmbH — 2022-01-01 - 2022-06-30
Senior Solution Consultant
🔗 https://intive.com/

Shaping the e-commerce initiative to formalise the technology stack for future projects; Partner manager for MACH and composable commerce partners; Pre-Sales activity for Mobile and Web projects; Early project consultancy and guidance

intive GmbH — 2019-11-01 - 2021-12-31
Senior Solution Architect
🔗 https://intive.com/

Supporting and leading development teams on the path of building and integrating software products; Representing the client internally and externally in stakeholder and partner meetings and providing guidance in taking product related decisions; Direct reports for a team of five developers

intive_kupferwerk GmbH — 2017-03-01 - 2019-11-30
Senior Software Engineer
🔗 https://intive.com/

Taking over technical leadership and responsibility for client projects with focus on online retail; Consulting clients in technical decision making; Guiding junior developers in their personal growth and architectural knowledge

Kayos UG (haftungsbeschränkt) — 2015-04-01 - today
Founder and CEO

Providing design, engineering, distribution, consulting and marketing support with a focus on cloud-first projects and mobile software development.

Medienfabrik Gütersloh GmbH — 2011-07-01 - 2011-09-30
Software Engineer (Part-Time)
🔗 https://territory.de/en/

Supporting a rollout for a data management tool to reduce server load on the mail services; launching an encrypted and terminating service to distribute large data to external parties.

Medienfabrik Gütersloh GmbH — 2009-03-01 - 2009-05-30
IT-System-Support (Intern)
🔗 https://territory.de/en/

Handling the first- and second-level support for the MacOS based client machines, maintaining multiple Debian based storage and mail servers and providing support for a large scale network migration.

Education

Fachhochschule Bielefeld — 2015-10-01 - 2017-09-30
Business Administration and Computer Science — Bachelor of Science
🔗 http://www.fh-bielefeld.de/

Hochschule Trier, Trier University of Applied Science — 2011-10-01 - 2014-09-30
Computer Science: Secure and Mobile Systems — Bachelor of Science
🔗 https://www.hochschule-trier.de

Projects

Composable Commerce Accelerator
Reproducible success

In order to reduce the delivery risk in complex MACH based architectures and to support the early sales cycle a composable commerce accelerator was built. The platform had to fulfil all requirements of a highly available fashion retailer and support the full journey from product discovery up to payment and confirmation without taking any shortcut along the way. This way the reusability of cloud functions and integrations can be ensured while educating the workforce on the benefits of composable architectures.

Composable Commerce, Commercetools, Content Management System, Contentful, Product Discovery, Algolia, Cloud, Microsoft Azure, Continuous Integration Continuous Delivery, GitHub Actions

UK challenger Bank
MarTech Migration Project

Following a significant acquisition a UK challenger bank needed guidance for their future marketing technology strategy. From a heterogenous data architecture (multiple decentralised databases) the needed a migration strategy towards a centralised data warehousing via complex ELT scripts. Furthermore the manual marketing processes were not fit for the rapidly growing user base. A composable multivendor approach was designed to support complex analytics requirements, rule based marketing automations and allow for a 360-degree view on their customers.

Data warehouse, Snowflake, CDP, Twillio Segment, Marketing Orchestration, Braze, Multichannel Marketing, Branch, Messaging, OneSignal

Intersport — 2019-05-01 - 2021-11-30
Mobile Shopping App
🔗 https://www.intersport.de/app/

Global multi language commerce application; Representing the client in technical and product related 3rd party discussions and preparations of roadmaps; Providing architectural guidance and specification for the development team; Taking ownership and responsibility for the development process

Flutter, Java Spring Boot, Docker, Shopware, Salesforce CC

Deichmann — 2019-10-01 - 2021-08-31
Mobile Shopping App

Global multi language retail application with strong focus on omnichannel functionalities; Architectural decisions in alignment with existing hybris infrastructure and legacy APIs; Consultancy regarding technologies, their reliability and performance; Supporting developers throughout the whole implementation

Swift, MACH, Composable Commerce, CLEAN Architecture, SwiftUI

Adidas — 2019-04-01 - 2020-06-30
GMR App

Branded customer facing bluetooth product in cooperation with Google ATAP and EA Sports; Coordinating a team of engineers; Close collaboration with lead developers in global cross-company setup and changing requirements; Supporting the client for a roll out in 25 countries and taking over product ownership support; Strong focus on representing the client in technology related 3rd party discussions and preparation of roadmaps

Swift, BLE, Product Ownership, CLEAN Architecture

Esprit — 2017-08-31 - 2018-10-30
Mobile Shopping App
🔗 https://apps.apple.com/app/id380290000

Global multi language retail application; Providing architectural consulting and supporting a distributed team of mobile and backend developers; implementation of the mobile application in a constantly changing environment; Focus on requirements engineering and expectation management as the point of contact for the client

Swift, MVVM, ApplePay, Multi Country / Multi Language

PlugFinder — 2015-01-01 - 2018-12-31
Charging Infrastructure App
🔗 https://tecgadgets.de/e-mobility/

Leading data provider for the european charging infrastructure; Responsible for migration from Objective-C to Swift, integration into the existing ecosystem and consulting the client for future development; API migration to provide more scalable solutions

Swift, Obj-C, PHP, RESTful API, CoreData, Location based Services

Certifications

Dynamic Yield Personalization Expert (Technical Certification) — 2022-04-19
Dynamic Yield
🔗 http://www.dynamicyield.com/
Certificate ID: pi2p4ysbbq6a

Dynamic Yield Personalization Expert (Business Certification) — 2022-04-19
Dynamic Yield
🔗 http://www.dynamicyield.com/
Certificate ID: ksphx4nws4n7

Associate Functional Architect — 2022-01-18
Commercetools
🔗 https://www.commercetools.com/
Certificate ID: CPKyBns9CR

Professional Scrum Master (PSM-I) — 2017-09-29
Scrum.org
🔗 https://www.scrum.org/
Certificate ID: 264356

Specialist for application development of software systems — 2014-08-01
Hochschule Trier
🔗 https://www.hochschule-trier.de

Volunteering

Registered Society Crossnight Gütersloh e.V — 2009-04-01 - today
Active Member
🔗 http://www.crossnight.de/

Organisation and performance of events for alternative music and culture