






Laurence Welch

 contact@laurencewelch.com  (347) 853-1976  website  GitHub: git  LinkedIn: lwelch45

Experience

Cloudflare

Remote

Engineering Manager, Load Balancing

July 2022–Current

- Managing one engineering team in Cloudflare's production engineering organization, with 9 direct contributor reports.
- Prioritizing and executing on roadmap to support, grow and expand Cloudflare's Global Traffic Management business unit revenue 20mm by EOY 2023.
- Leading ideation and execution of new business line, Local Traffic Management, to ensure new revenue growth and market competitiveness.
- Collaborating closely with product management & key stakeholders on strategic and quarterly planning.
- Conducting performance and growth reviews for team members and developing standardized promotion practices.
- Serving as Road Manager on Engineering initiatives to improve productivity and execution.

Spotify

New York, NY

Software Engineering Manager

Feb 2021–July 2022

- Managed two engineering teams in Spotify's Artist organization, with 7-9 direct IC reports in Data, Backend and Frontend competencies.
- Collaborated closely with product management & key stakeholders on roadmap, strategic, and quarterly planning.
- Improved engineering culture by fostering a stronger relationship between engineering and design and iteratively shipping releases to improve velocity and release management.
- Conducted performance and growth reviews for team members and participated in organizational promotion committee.
- Lead and developed Spotify for Artists's user impersonation feature retiring a method that was vulnerable to privilege escalation attacks.
- Served as Road Manager on Engineering initiatives to improve productivity and execution.

Senior Software Engineer / Tech Lead

April 2019–Jan 2021

- Served as tech lead for Authorization and Permissioning team. Lead team of 5 engineers through planning, design, development and rollout of multiple products and features.
- Served as the tech lead for Wrapped for Artists 2019, led team of 3 engineers through planning, development and rollout of project to over 700k users with peak traffic at 10k rps.
- Built enterprise platform to onboard and integrate Spotify acquisitions into Spotify permissions ecosystem.
- Managed relationships with team stakeholders, refined and prioritized the team's backlog, and worked directly with product and design partners to plan the team's future roadmap including advocating for prioritization of technical improvements.
- Pitched and planned internal tech-learning course on integration testing and test containers.

Jet/Walmart

New York, NY

Senior Software Engineer

Jan 2017–Mar 2019

- Served as project lead for schematization initiative. Responsible for 5 engineers as well as planning, development and rollout of initiative across entire the engineering organization.
- Served as project lead for data lineage initiative. Integrating third party data visualization component and developing api service for point in time queries related to lineage state.
- Operationalized 1 PB HDFS cluster and developed tiered data segregation practices.
- Designed and developed features for production streaming platform.
- Developed and performance-tuned api service currently serving hundreds of thousands of requests per minute.

Software Engineer 3

June 2016–Jan 2017

- Developed core ingestion platform leveraging Spark.
- Operationalized Analytics Query Platform containing Looker, Presto and Hive.
- Developed solution for incremental star join framework used in mart transfer between Jet and Walmart.

PlaceIQ

New York, NY

Software Engineer

May 2015–Jun 2016

- Developed Mapreduce, Pig, and Spark applications for ETL pipelines, audience generation and adhoc analysis.

- Integrated third party data into existing data processing pipelines and platforms.
- Developed PIQ-id project, 100 TB device-to-device graph used for user level conflation.

Education / Courses

Executive Leadership Council: Decoded

May 2021– Oct 2021

15 hours of instructor lead instruction and 8 hours of 1:1 executive coaching on organizational change management

Ithaca College *Computer Science B.A.*

Aug 2013–May 2015

Skills

Languages: Rust, Go, Java, Scala, Python, SQL, JavaScript/TypeScript, HTML/CSS, C

Frameworks: Azure, Git BigQuery, BigTable, Cloud SQL, Compute Engine, Dataflow, Kubernetes, React