Denis Ivanov

Full-stack Ecommerce Leader

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ACHIEVEMENTS

Org Growth
I joined an organization of $8M and as Technical Hire Number 1 was able to deliver technology solutions to enable it's **growth nearly to $240M**.

Operating Structure
Together with a peer technology leader delivered exceptional IT ops budget efficiency - **0.8% of topline revenue** fully loaded (VS ~3% segment average) while sustaining an average 25% CAGR.

Elastic Operations
Campaigned for modern PaaS solutions with migrations to Heroku, EngineYard and Infrastructure-as-Code **AWS EC2 Native** throughout the years to serve 1.8M monthly sessions.

Open Source SEO
My open source canonical-rails SEO Ruby gem has **7M downloads** and became a dependency for Spree and Solidus Ecommerce platforms.

User Experience
Owned the public facing frontend, strategically guided SaaS integration and A\B testing efforts to produce a shopper **CVR of 3.05%** for FY24

ABSTRACT

An Ecommerce Executive Tech leader with 4 years of experience guiding the Software Engineering and Development Operations functions at a fast paced segment-leading brand in the Automotive Aftermarket retail B2C space. A believer in composable Ecommerce and integrating the industry best SaaS/PaaS solutions for the ultimate CX.

PROFESSIONAL EXPERIENCE

FCP Euro, VP Software Engineering ⊘

02/2021 – 10/2024 | Milford, CT, (Remote)

- Enabled **INC 5000 placement 8 times in a row**, including 2024 (**93% 3-year growth**)
- Supported due diligence to successfully secure a **Series A**
- Oversaw our first external **DevOpsSec audit** and ensured resulting documentation was implemented into reality
- Oversaw the transition to **Infrastructure as Code** using Pulumi onto **AWS Native**
- Adopted a **blue\green deployment pattern** with a proof of revenue parity
- Strategically guided two concurrent **UX A\B testing efforts**, owned the CVR metric
- Launched a custom OMS solution (Order Management System)
- Delivered a bespoke 3PL automation middleware
- Ops + tech lead on numerous internal middleware applications for drop-shipping, accounting and a custom warehouse pick-pack solution
- Transitioned the blog and marketing assets to Contentstack, a headless CMS
- Designed the model and lead the Paramount Data Management PIM integration (product information management tool) migration
- Migrated the organization from Google Universal Analytics to GA4

FCP Euro, Lead Software Engineer ⊘

09/2012 – 02/2021 | Milford, CT, (Remote)

- Developed an **open source Ruby Gem named canonical-rails** to simplify canonical URLs, which became core Spree and Solidus dependency
- Transitioned the organization to **programmatic testing with RSpec** with automated **continuous integration with CircleCI**
- Implemented **Solr-based full text searching** with blazing fast key-and-lock algorithm
- Integrated lifecycle email marketing automations with SaaS
- Integrated with payment fraud protection platform Kount
- Built a consumer facing competitor price-shopping tool in Elixir
- Stood up an internally designed/built product recommendation microservice

FCP Euro, Technical Hire #1 - Web Engineer ⊘

09/2009 – 09/2012 | Old Saybrook, CT

- Migrated to open source Spree platform (**Ruby on Rails**), away from a legacy ERP store by writing a custom Ecommerce frontend
- Transitioned the organization to **internally managed SEO practices**
- Implemented a prototype to ingest **Autocare Association ACES XML** vehicle fitment data
- Transitioned customer facing **web ops to the cloud** using Heroku initially, later EngineYard

Search Innovation
Developed a fast key-and-lock indexing strategy to match user vehicles to specific products (300K+ SKU catalog) on a self-hosted Solr/Lucene instance with an average **lookup time of 12ms.**

PUBLIC SPEAKING

Perfecting the Ecommerce Frontend,
SpreeConf 2013, SpreeConf 2014
Delivered the most popular talk at SpreeConf 2013 on lessons learned while building www.fcpeuro.com 🔗 that touched on SEO, performance and the CVR impact on UX, invited back in 2014 for a reprise.

EDUCATION

B.S. Computer Science,
University of Connecticut

2007 – 2011 | Storrs, CT

INTERESTS

Tech Representation Outreach
Worked to reduce the barrier to entry in general as well as for women especially by instructing at RailsGirls and Rails bridge in 2012, 2013 and 2014.

REFERENCES

360° References Upon Request
All-around references available from the CEO, CFO, CHRO, my peer executive leaders in Marketing and Technology, my manager and director reports as well as the entire IC Web Technologies Team.

SKILLS

High Performance HTML5 ● ● ● ● ●
Technical in building fast markup, CSS and low latency JavaScript. I've used response streaming, asset delivery optimization, above the fold inline styles, guarding against HTML reflow to achieve excellent Core Web Vital scores.

A\B Testing Programs ● ● ● ● ●
I lean on the industry reference grade Baymard Institute UX Studies to inform A\B testing strategy for proven CVR results.

Backend API Services ● ● ● ● ○
Experience delivering performant, fault-tolerant and idempotent Ruby on Rails JSON endpoints to act as internal services and app backends using Warden, CanCan under OmniAuth.

Frontend Frameworks ● ● ● ● ○
Despite Google claiming they competently index JS frontends, we have discovered otherwise. Nevertheless, I had built an AngularJS frontend for our Ecommerce store we ended up rolling back. I'm currently a big fan of React JS.

Web App Prototyping ● ● ● ● ○
My background is in leveraging my love for Ruby on Rails, I have delivered countless middleware applications for business SaaS inter-operability over the years.

Technical SEO ● ● ● ● ○
Deep knowledge on the impact of performance, semantic structure, information design, linking strategy, canonicalization and hierarchial markup qualify me to oversee general organic traffic strategy.

Full Text Search and Discoverability ● ● ● ○ ○
Having deployed both Solr and Elasticsearch, self-managed and in an elastic capacity, I can stand up meaningful discoverability projects quickly. Experience with tokenization, filters, normalization as well as index design considerations.

Accessibility ● ● ● ● ○
I managed the process of auditing and rewriting key parts of our consumer facing web stack to be WCAG 2.1 compliant for better access for all.

AutoCare.org ACES ● ● ● ● ●
I have developed two versions of automotive aftermarket fitment engines in-house and have lead an integration with an ACES-compliant PIM by Paramount Data Management. I am intimately familiar with the ACES data model.

Web Scraping ● ● ● ● ●
I specialize in building performant, concurrent and distributed IP/ASN mesh routed web scrapers, be it for competitor catalog pricing comparison or technical data normalization.