



Michael Tucker

Engineering Executive

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Engineering executive with over 21 years building high performance teams and cohesive team culture to deliver world-class consumer applications. My leadership has consistently fostered high-velocity growth, blending organic initiatives with strategic acquisitions to meet evolving market demands. I champion individual and team empowerment, prioritize iterative value delivery, and uphold a commitment to continuous learning and improvement across global teams to consistently exceed customer expectations. I believe that team success is rooted in clarity, autonomy, and accountability.

Skills

- Technical Leadership
- Web and Mobile Application Development
- Team Building and Culture
- Agile Development Practices
- Customer Experiences
- Distributed Systems
- Cloud Computing
- Enterprise Architecture
- Secure, Reliable, & Available Systems
- M&A Diligence and Integrations

Experience

GoDaddy

VP Engineering

Tempe AZ

May 2021 – Apr 2024

- Grew Commerce business from less than \$100M to \$25B aGMV and \$100M to \$2B aGPV in 3 years, through organic growth and acquisition integrations.
- Launched a majority of significant product releases for GoDaddy during this period.
 - [GoDaddy Omni-Commerce](#) integrated GoDaddy eCommerce capabilities with acquired Poynt payments and point-of-sale, for an all-in-one commerce solution. Launched online payments in the first 90 days of acquisition and released the full product within nine months, integrating company cultures, development operations, and operational systems with immense speed.
 - [Payable Domains](#) turns a simple domain into a flexible payment acceptance page, simply by purchasing a domain. The solution combines automatic payments enablement with automatic provisioning of a subdomain on newly purchased domains, pointing to a pre-created payable web page that allows merchants to immediately accept payments.
 - [Mobile Tap to Pay](#) for Android and iOS in the GD Mobile application was one of the first to support NFC-based card acceptance without any accessory hardware. The app employs automatic payments provisioning to seamlessly enable merchants onto this cutting-edge capability and Apple lauded ours as the most seamless integration to date.
 - [Commerce360 by WorldPay](#) was a transformational integration for GoDaddy, partnered with the largest global payments processor. We integrated WorldPay merchant onboarding flows to automatically enable merchants with GoDaddy's Omni-Commerce product suite, enabling them to compete with industry players like PayPal and Square.
- Drove engineering and operational excellence standards, improving application performance (LCP) by 39% and availability by 0.05% (to just below four 9s) in the past year.
- Led migration of Commerce applications into a [Microfrontends](#) architecture, enabling a dozen engineering teams to autonomously build and release experiences into a single product, maximizing developer efficiency and application performance with seamless UX.

- Defined GoDaddy engineering culture, as a member of the Engineering Leadership Team, from hiring standards to development and public cloud best practices.

Sr Director of Engineering

Sep 2016 – May 2021

- Grew Commerce team from 20 engineers to ~250 through organic growth and acquisitions. Evolved my original team into a distinct Commerce division, as the publicly announced long term growth driver of the company.
- Oversaw technical diligence and integration of several successful acquisitions ([Plasso](#), [Sellbrite](#), [Poynt](#)), up to ~\$365M valuation, and prevented several others based on cost-to-value analysis.
- Launched GoDaddy Marketplaces while maintaining legacy Sellbrite brand and operations.
- Managed PCI compliance and security concerns for all consumer-facing applications.
- Maintained companywide Ruby client auth library.

Sr Engineering Manager

Feb 2012 – Sep 2016

- Grew Commerce team from four engineers to about 20.
- Launched Online Store eCommerce product; currently supports hundreds of thousands of merchants and generates over \$100M revenue.
- Launched Online Appointments product, focused on service-based merchants with emphasis on scheduling and bookings management; also supports hundreds of thousands of merchants and nearly \$100M revenue.
- Took ownership of Bookkeeping product and drove \$180k annual savings by reducing infrastructure and standardizing tools and integrations. Maintained lights-on operation and \$3M revenue with two offshore engineers, one internal part-time lead, and no product support.

The College Board

Reston VA

Software Development Lead

Dec 2008 – Feb 2012

- Led development of two products, oversaw multiple scrum teams, and product quality and developer efficiency improvements. Implemented Agile and Continuous Integration processes.
- Established programming standards, conducted technical interviews, and mentored development staff.

RAM Consulting

Dulles VA

Head of Software Engineering

Jun 2003 – Dec 2008

- Civil engineering workflow software development and custom CAD software integrations.
- Gathered customer requirements; built, tested, and delivered software solutions; wrote documentation and training material; trained clients; managed office IT infrastructure.

Public Speaking

[SpreeConf](#) (2016, NYC) | [Avalara NEXT](#) (2022, Virtual) | GoDaddy hiring event keynote (virtual, 2022)

Education

B.S.E. Computer Systems Engineering / Arizona State University

Computer Science curriculum with Core and Electrical Engineering foundations