

Bill Woika

Head of Engineering

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ZFT Advancements
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Technical Expertise

Languages & Frameworks

Python (Primary),
JavaScript/TypeScript, Ruby, PHP, SQL,
Bash, FastAPI, Flask, Django, Ruby on
Rails, Laravel, Node.js, Vue, React

Data & Pipelines

PostgreSQL, Amazon Redshift,
MySQL/MariaDB, BigQuery, MongoDB,
PySpark, ETL pipelines

Cloud & Infra

AWS, GCP, Azure, Cloudflare, Docker,
Kubernetes, Linux/Unix

Architecture

Domain-Driven Design, Microservices,
RESTful APIs, Webhooks, SQS,
RabbitMQ

DevOps & Observability

AWS CloudWatch, ELK Stack, New
Relic, Rollbar, CI/CD, Git strategies

Affiliations

IEEE Member
IETF Participant
IANA Affiliate
Apple Developer Program Licensed
Developer

Education

Founders Institute

New York, NY | Apr 2022 – Jul 2022
Incubator Cohort Winner (Placed 1st)

University of Kentucky

Lexington, KY
B.S. in Computer Science Engineering
Aug 2015 – Jun 2017
B.A. in Philosophy
Aug 2009 – Dec 2014

Professional Summary

Senior platform-focused engineering manager with a non-linear path from philosophy and self-taught programming to engineering school, startup co-founder, and leader of rapid-response platform teams. A trusted “fixer” recognized for stepping into high-risk, ambiguous situations—including compliance incidents, inherited legacy systems, platform instability, and sales over-commitments—and driving them to durable solutions through calm execution and strong systems thinking. Combines hands-on technical depth with a proven track record of translating between engineering, finance, product, and enterprise clients. Pragmatic architect who favors domain-driven design, clean architecture, and robust observability over framework hype.

Professional Experience

Springbig, Inc.

May 2022 – Present

Head of Engineering

Business Analyst → Software Engineer → Team Lead → **Head of Engineering**

Advanced from Business Analyst through Software Engineer and Platform Team Lead to Head of Engineering for a white-labeled enterprise messaging platform, by aggressively triaging neglected technical debt, directing deployments and change management, leading rapid-response remediation, and serving as the standing liaison between engineering, finance, product, customer success, and enterprise clients.

- **Resolved an existential domain-reputation crisis** where major security vendors flagged merchant domains as suspicious; traced the root cause to legacy Cloudflare Workers regex failures under bot crawling and shipped a surgical fix in under 24 hours to fully restore platform trust.
- **Architected a high-performance custom audience segmentation engine** using PostgreSQL JSONB containment queries and inverted indexes, replacing expensive join-table chains to drastically improve evaluation speed, predictability, and maintainability.
- **Rescued platform stability across microservices** following a major end-of-life Ruby/Rails upgrade by rapidly identifying deep dependency failures and deploying targeted patches across teams in a single night.
- **Enforced cross-repository CI/CD compliance** by engineering a declarative configuration script that actively detects and autonomously corrects pipeline and merge-check drift across dozens of GitHub and Bitbucket repositories.
- **Cut merchant dashboard first-load download by 94%** (5.3 MB → ~300 KB) in a one-week frontend overhaul: retired sunset product code, split the monolithic bundle by design system, vectorized raster assets, and moved ~250 routes to on-demand chunks—halving total JavaScript shipped and tripling production build speed.
- **Built out messaging compliance and sender infrastructure**: secured Campaign Service Provider registration, replaced the manual 10DLC workflow, introduced 1:1 sender-identity minting that drove domain churn to near zero, and moved email authentication to enforced policy.
- **Led incident response and remediation of silent platform failures**—a full native-app outage affecting a top-five account, a blocking webhook path costing four figures monthly, and a POS integration broken since release—while formalizing the release process and cross-training engineers to remove a key-person dependency.
- **Serve as the primary engineering liaison** for executive leadership, finance, vendors, and clients during critical escalations, seamlessly translating business risk into technical execution.
- **Averted major legal and compliance risk** within an acquired Laravel/PHP product when SMS opt-out enforcement failed; diagnosed a Year 2038 timestamp overflow in a 32-bit MariaDB column and deployed a critical, fully compliant hotfix.
- **Rescued an enterprise sales commitment** by completely redesigning the platform’s legacy rewards tiering model, enabling seeded tier initialization and frictionless onboarding for a major client.
- **Exposed the redesigned rewards tiering architecture** via external APIs and webhook flows backed by materialized views and staging tables, providing clients real-time access to spend totals without expensive runtime computation.

DataFrames (HD Data Science, LLC)

Sep 2019 – May 2021

Co-Founder & Director of Engineering

Co-founded and drove product/engineering strategy for a B2B SaaS platform providing scalable, skill-based assessments for data scientists.

- **Architected and maintained the core proprietary platform** used to dynamically provision scalable, isolated remote development environments for complex candidate workflows.
- **Navigated complex enterprise sales cycles**, securing and retaining recurring contracts with Fortune 500 companies and two international banks.
- **Shaped product positioning and operational strategy** to place 1st out of a cohort of 30+ companies in a highly competitive startup incubator.

Omead Properties, LLC

Jul 2017 – Jul 2019

System Administrator

- Streamlined operational infrastructure by migrating physical resources to digital workflows and improving day-to-day continuity.
- Developed custom web applications to automate lease, tenant management, and utility payment tracking workflows.