

# Matt Colf

## Software Engineering Manager & Experienced Technical Leader

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Pragmatic software engineering leader with 14+ years of software development and fast-paced startup experience, a strong technical background, and a history of delivering impactful product solutions within the e-commerce, global supply chain, and entertainment business domains. Specializing in partnering closely with product leaders and hiring, mentoring, and leading empowered cross-functional remote development teams that value deep technical expertise, strong product knowledge, and the ownership necessary to create delightful user experiences and drive the right business outcomes.

### Skill Highlights

Software Engineering Team Leadership

Technical Roadmap Development

Product & Technical Vision Alignment

Hiring, Mentoring, & Career Development

Global Remote Team Management

Technical Communication & Advocacy

Diagramming, System Design, & Architecture

Microservices & Event-Based Systems

Data Collection, Dashboarding, & Reporting

Legacy Monolith Breakdown & Migration

Supply Chain & Warehouse Management

Modern Mobile First & Responsive Web Apps

### Work Experience

**Software Engineering Manager**, Casino Platform

**Penn Entertainment**, Philadelphia, PA April 2025 - May 2026

Leader of the core platform team that powers the Hollywood Casino and theScore BET Casino electronic gaming experiences.

*Google Cloud, Hybrid Cloud, Elixir, Claude Code, Kubernetes, Kafka, GraphQL, gRPC, Postgres, Datadog, LaunchDarkly*

- Unified a disparate group of 16 remote developers split across three teams, in multiple countries, into a single cohesive platform organization with a clear vision and goals while maintaining 100% retention.
- Ensured the successful adoption of Claude Code by all developers by overseeing proof of concept pilot projects, mentoring, pair programming, measuring delivery metrics, and experimenting with new collaboration patterns with product and design peers to speed delivery of several key initiatives.
- Improved Casino daily active users by overseeing the development and release of key customer engagement drivers like Bonus Spins, DropZone Jackpots, and promotional tournament leaderboards.
- Oversaw the launch of Hollywood Casino and theScore Casino in multiple US states and Canadian provinces and ensured the Casino Platform complied with all regulatory requirements in each jurisdiction.

**Software Engineering Manager**, Fulfillment

**StockX**, Detroit, MI

February 2021 - October 2024

Leader of the team responsible for building and scaling the apps and services that enable fulfillment of all customer orders globally.

*AWS, Node.js, Typescript, Kubernetes, Kafka, Postgres, Docker, React.js, Next.js, PHP, Datadog, LaunchDarkly, Warehouse Management (WMS)*

- Designed, delivered, and continuously refined a 3-year product and technical roadmap by partnering closely with product owners/leaders.
- Grew engineering capabilities by hiring, managing, and maintaining 94% retention for a remote 16-member multi-pod development team.
- Designed a new hire onboarding and mentoring process that ensured active code contribution within 5 days of start date for 100% of hires.
- Improved supply chain process adherence and reduced product loss/shrinkage rates by 90% by increasing tracking, auditing, and overseeing the development, integration, and release of a new Warehouse Management System (WMS) platform to all facilities worldwide.
- Increased supply chain efficiency by automating 68% of unnecessary manual actions and overseeing the development and release of role-specific guided workflow web applications (React/Next.js) and event-based Kafka/REST microservices.
- Improved detection of seller fraud by 32% through automated data collection, analysis, and predictive machine learning models.
- Supported faster and more flexible fulfillment capabilities by launching new express fulfillment and third-party logistics facilities for high-velocity markets in addition to the existing worldwide network of cross-dock verification centers and retail facilities.
- Reduced average order delivery times from 10 days to 3 days by redesigning the customer order fulfillment process to use an inventory rather than a cross-dock-based supply chain model as part of the Flex express fulfillment program launch.
- Enabled the launch of a new 14-day buyer return policy by developing support for new reverse logistics capabilities like automated data-driven verification, condition grading, and disposal/resale of returned products.

**Technical Experience Lead**, Deliver & Fulfillment

**StockX**, Detroit, MI

May 2020 - February 2021

Hybrid people and technical leader responsible for optimizing shipments, tracking inventory, and fulfilling customer orders.

*AWS, Node.js, Typescript, Kubernetes, Kafka, Postgres, Docker, React.js, Next.js, PHP, Datadog, LaunchDarkly, Redis, Transportation Management (TMS)*

- Completed the competitive analysis, vendor selection, supply chain process design, technical design, proof of concept implementation, and technical roadmap/milestone breakdown to deliver the new StockX Warehouse Management Service (WMS) platform.
- Oversaw the design, development, and release of a new cloud-based printing platform to all global StockX warehouses that reduced P90 print latencies to under one second (>50% improvement) while improving reliability and receiving throughput.
- Improved tracking accuracy of customer shipments, routing efficiency, and cost of last-mile delivery by 30% through the development, integration, and support necessary to adopt a new Transportation Management Service (TMS) platform to replace a legacy UPS integration.

### Senior Software Engineer, Internal Tools

StockX, Detroit, MI

June 2019 - May 2020

Technical leader of the team responsible for building all internal tooling at StockX used by both business and warehouse users.

*AWS, PHP, Go, Kubernetes, LaunchDarkly, MySQL, Postgres, Redis, REST, GraphQL, Docker*

- Reduced the number of canceled orders due to sellers not meeting their obligation to ship after a sale by 62% by implementing an automated order recovery system that monitors seller activity and pairs buyers with a new seller on the marketplace at no additional cost.
- Ensured compliance with EU GDPR and CA CCPA regulations by implementing a system to remove personal data after a customer request.

### Senior Software Engineer, Bankrate

Red Ventures, Detroit, MI

August 2017 - June 2019

*AWS, PHP, Javascript, WordPress, Vue.js, Golang, Docker, REST, Redis, CircleCI, Terraform, Papertrail, Datadog, Fastly*

- Designed, implemented, and migrated all content to a new CMS platform using the strangler pattern and Fastly routing.
- Migrated all legacy financial calculators and workflows on Bankrate.com to Vue.js, A/B tested variations, and improved conversion.
- Trained and mentored junior engineers, implemented modern CI, and migrated all hybrid-cloud infrastructure to use Terraform.

### Senior Software Engineer, DevEx & Internal Tools

Rocket Mortgage, Detroit, MI

April 2015 - August 2017

*AWS, PHP, MySQL, Elixir, Docker, Redis, CircleCI, New Relic*

- Founding team member responsible for creating internal frameworks and libraries and helping other engineering teams succeed.
- Provided professional services to other engineering teams, including POC implementations, recommendations, standards, and best practices.
- Improved developer satisfaction and deployment reliability by implementing and supporting HAL 9000, the internal CI, testing, deployment, and release platform used by all engineering teams.

### Software Engineer, Mortgage Origination

Rocket Mortgage, Detroit, MI

June 2013 - April 2015

*PHP, MySQL, Nginx, Redis, REST*

- Implemented features in MySQL, the Quicken Loans customer portal, to allow customers to provide personal information, upload documents, select the right mortgage product, and track the status of their loan application.

### Software Developer, PayAnywhere POS

North American Bancard, Troy, MI

May 2012 - May 2013

*PHP, MySQL, Apache, Redis, OAuth, OpenID Connect, Git, Solr, Lucene*

- Implemented PayAnywhere Inside, a portal for merchants to manage their accounts, view transaction history, and create transaction reports.
- Designed, implemented, and migrated merchants to the new PayAnywhere OAuth-based unified login platform.

## Recent Projects

### Warehouse Management Service (WMS) Platform

StockX, Detroit, MI

2022

A business workflow-focused platform that tracks every physical item in the global network of StockX warehouses, audits all movement and actions taken by team members, and ensures high-granularity visibility of every step in the order management and fulfillment process.

*Typescript, Node.js, Kubernetes, Kafka, GraphQL, AWS, Postgres, Datadog*

- Improved supply chain flexibility, process adherence, and consistency by enforcing business rules and auditing all actions.
- Created a new event-based Kafka integration platform that enabled real-time visibility between orders, supply chain, and BI systems.

### Flex Fulfillment Program (Platform + BE API)

StockX, Detroit, MI

2023

A complete redesign of the order fulfillment process to use an inventory rather than a cross-dock centric supply chain model.

*Typescript, Node.js, Kubernetes, Kafka, AWS, Postgres, Datadog*

- Reduced average buyer order delivery times from 10 to 2 days by better optimizing the timing of product verification and buyer fulfillment.
- Migrated order workflows from a legacy monolith to a new platform of event-driven Kafka microservices.

### QA Tool Application (FE + BE API)

StockX, Detroit, MI

2024

A guided workflow web app that enables warehouse workers to process buyer returns and resolve order fulfillment problems efficiently.

*Typescript, React.js, Next.js, Kubernetes, CSS, Responsive Design, REST, GraphQL, Datadog*

- Drove efficiency by consolidating seven separate tools into a single guided workflow and automating 68% of all tedious actions that previously needed to be performed by the team member.
- Reduced the time necessary to correct incorrect product catalog SKU and RFID data from days to seconds by automating the process.

### Verification Application (FE + BE API)

StockX, Detroit, MI

2024

A guided workflow web app that allows warehouse workers to review and verify products received from sellers efficiently.

*Typescript, Machine Learning, React.js, Next.js, Kubernetes, CSS, Responsive Design, REST, GraphQL, Datadog*

- Increased detection of seller fraud by 32% by automatically collecting key data (RFID, QRCode, GTIN, etc), analyzing, and using predictive machine learning models.

### Inventory Intake Application (FE + BE API)

StockX, Detroit, MI

2022

A guided workflow web app that allows warehouse workers to efficiently scan, receive, and put items into inventory locations.

*Typescript, Machine Learning, React.js, Next.js, Kubernetes, CSS, Responsive Design, REST, GraphQL, Datadog*

- Improved product receiving accuracy by 78% using RFID/GTIN analysis and automated manifest reconciliation.
- Improved fraud detection rates by 32% by automatically collecting data and using format analysis and predictive machine learning models.
- Improved warehouse receiving rates and quality by automating tedious manual actions.

## —— Education ——

Bachelor of Science in Engineering (BSE), Computer Science Engineering

**University of Michigan**, Ann Arbor, MI

## Technical Expertise

Throughout my career as both an engineer and technical leader, I've built a broad range of technical expertise across many different languages, frameworks, tooling, and other technologies. This grab-bag of terms is grouped by recent relevance and designed primarily for resume keyword scanners rather than human readers. 😊

### Recent Expert Experience

|                    |           |                  |
|--------------------|-----------|------------------|
| 1Password          | Github    | Slack            |
| Calendly           | JSON      | Slack Automation |
| Datadog APM        | Mac OS    | Slack Canvas     |
| Datadog Dashboards | Node.js   | Slack Lists      |
| Datadog Logs       | Notion    | Slack Workflows  |
| Datadog Metrics    | PagerDuty | Zoom             |
| Datadog Monitors   | QRCode    | Zoom Whiteboards |
| Datadog RUM        | REST      |                  |

### Extensive or Less Recent Experience

|                  |                  |                                    |
|------------------|------------------|------------------------------------|
| Active Directory | Google Meet      | PHP                                |
| Apache           | Google Workspace | PHP Composer                       |
| AWS API Gateway  | GraphQL          | PHP Doctrine                       |
| AWS Aurora RDS   | Greenhouse       | PHPUnit                            |
| AWS CloudFront   | HTML             | PHP Silex Framework                |
| AWS CodeDeploy   | Infor ION        | PHP Slim Framework                 |
| AWS EC2          | Infor WMS        | PHP Symfony Framework              |
| AWS ECS          | Javascript       | PHP Twig                           |
| AWS Lambda       | Jira             | Postgres SQL                       |
| AWS Route 53     | JQuery           | RAML                               |
| AWS S3           | Kafka            | Redis                              |
| AWS SNS          | Koa              | RFID                               |
| AWS SQS          | Kubernetes       | Status Hero / Steady               |
| CircleCI         | LaunchDarkly     | Subversion                         |
| Claude Cowork    | Miro             | Terraform                          |
| Claude Code      | Mockery          | Typescript                         |
| Confluence       | MySQL & MariaDB  | Ubuntu                             |
| Diagram.net      | Nginx            | Warehouse Management Systems (WMS) |
| DNS              | OAuth            | Windows                            |
| Docker           | Open API         | WordPress                          |
| Express          | OpenID Connect   | XML                                |
| Git              | Papertrail       |                                    |

### Moderate Experience

|                        |                    |                                         |
|------------------------|--------------------|-----------------------------------------|
| Aiven                  | Datadog Synthetics | NextJS                                  |
| Apollo Platform        | Debian             | Quay                                    |
| AWS EKS                | Dep                | ReactJS                                 |
| AWS IAM                | Fastly             | Regular Expressions                     |
| AWS KMS                | Golang             | Ruby                                    |
| AWS Kinesis            | Hashicorp Consul   | Ruby on Rails                           |
| AWS Secrets            | Hashicorp Vault    | Solr                                    |
| Bash                   | Java               | SQLite                                  |
| C/C++                  | Jenkins            | Transportation Management Systems (TMS) |
| Cloudflare             | LDAP               | Vue.js                                  |
| CSS                    | Lucene             | Zustand                                 |
| Datadog Infrastructure | New Relic          |                                         |

### Some Exposure

|               |         |        |
|---------------|---------|--------|
| AWS DynamoDB  | Elixir  | QT     |
| AWS Lightsail | Erlang  | OpenGL |
| C#            | Harness |        |