

DREW ANDRIANI

Technology and Product Executive | Engineering, Platform, Product, Data & AI

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SUMMARY

Technology leader with 20+ years in software engineering, platform, and product leadership, bringing together engineering depth, business ownership, and product thinking.

- **Business impact:** making technology decisions based on what they do for revenue, cost, and risk
- **Fixing what limits growth:** spotting when a platform or team structure is holding the business back, and changing it
- **Clear direction:** deciding what to build and why, so teams put their effort where it matters most
- **Engineering roots:** from software engineer to technical leadership at Delivery Hero, Doodle, Wayfair, Indeed, and Amazon

Currently leading technology with CTO-level scope at Glow25.

EXPERIENCE

Glow25 | Director of Technology - CTO scope

Berlin, Germany | September 2024 - Present

Member of the senior management team at a €100M+ D2C scale-up operating across eight European markets, reporting to the CEO. Built and lead a 30+ person organization through four functional leaders across Web (Product & Engineering), Infrastructure, Data, and AI & Automation.

Own technology and vendor strategy, the €3.5M technology budget, executive and board reporting, and the web shop generating approximately €90M in annual revenue from 1M+ monthly visitors.

- **Rebalanced the technology organization to drive growth.** Replaced costly freelancers with permanent teams and added product management, CRO, and SEO, improving conversion and revenue per customer.
- **Modernized the commerce platform for scale.** Built the business case to replace a costly legacy stack, merging several shops into one for all markets. New markets launch in days, business teams self-serve, and infrastructure costs fell by about €250K a year.
- **Founded the company's first AI & Automation function** and hired its team, building AI as a governed, company-wide capability with 180 active users, enabling new ways of working across every department.
- **Built the company's first Data & Insights function** creating financial and operational reporting where none existed. Leadership now makes decisions on a single source of truth across all markets, instead of fragmented, manual data.
- **Owned technology risk and compliance.** Established the company's security baseline, including NIS2 readiness, SaaS governance, and AI policies, while leading the technology side of annual audits and investor due diligence.

Delivery Hero | Director of Product, Engineering Platforms

Berlin, Germany | 2023 - 2024

Led the strategy for the ~60-person Engineering Platforms organization covering reliability, performance, releases, test automation, and developer experience, leading a cross-functional team of engineering leads, product managers and technical writers.

- Managed developer platforms as products for engineering teams, setting direction on what to build and why, and using adoption and delivery metrics to shorten time to market.

Doodle | Director of Product, Core Platform & Integrations

Berlin, Germany | 2021 - 2023

Led product and technical direction for Platform & Integrations at a scheduling business serving 30M+ monthly users.

- Brought in for engineering depth as one of two directors in the company; owned core architecture and roadmap decisions, aligning executive leadership around customer and revenue goals.

Wayfair | Associate Director, Supplier Core Platform and Development Platforms

Berlin, Germany | 2019 - 2021 .

- Led an integrated product and engineering organization for the Supplier Core Platform, the shared stack behind all supplier-facing applications in Wayfair's marketplace
- Led product and engineering for Development Platforms EU, improving productivity for Wayfair's 4,000+ engineers globally and introducing engineering metrics for data-driven delivery.

Zillow | Principal Technical Program Manager, Tech Ops & Engineering

Seattle, WA | 2018 - relocated to Berlin

- Owned build, release, and deployment infrastructure for all of Zillow's consumer products, introducing self-service provisioning, operational design reviews, and fault-tolerant cloud design.

Indeed | Senior Manager, Technical Program Management

Seattle, WA | 2016 - 2018

- Built and led a globally distributed program management team across Seattle, San Francisco, Austin, and Tokyo for Indeed's Engineering Capabilities group.

Amazon | Senior Technical Program Manager

Seattle, WA | 2014 - 2016

- Led mobile shopping programs across Fire and Android tablets for millions of customers worldwide, along with the mobile paid referrals program and one of Amazon's first IoT programs.

EARLIER CAREER

Progressed from software engineer to engineering lead to software engineering manager across diverse domains of telecommunications, software, digital health, including an engagement at the White House, Executive Office of the President, before moving into technical program leadership.

EDUCATION

M.S. Technology Management | University of Maryland | 2008

B.S. Computer Science | University of Maryland | 2006