Sergej Grivcov

Senior Director of Software Development at GoDaddy

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AT A GLANCE

Software Engineering / Development leader with both startup and corporate experience. Someone who finds a way to get the job done and isn't afraid of stepping out of the box. Experienced with building teams from scratch, as well as inheriting existing ones that need guidance to succeed. Most experienced with engineering, but also capable of product and UX work. Always on a mission to build sustainable solutions and processes, trying to get as close as possible to the "new" being the only thing that requires resources.

15 years	8 years	25-100	$100M+
Active Software Development	Management Experience	Direct / Indirect Reports	Total Associated Revenue
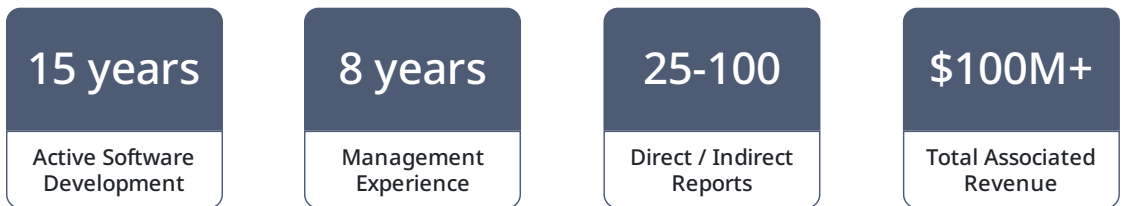
CORE SKILLS

- Software Development Lifecycle
- Architecture (Cloud, On-premise)
- Team Leadership
- Scalability & Sustainability
- Talent Recruiting
- Training & Development

- Integration / Delivery Pipelines
- Testing & Code Review
- Product Roadmaps
- SCRUM Methodology
- Issue Resolution & Mitigation
- User Experience & Interface

HIGHLIGHTS

- Over the years, inherited three major projects/teams associated with **$100M+** revenue. Each was challenging because of either failing up until that moment or due to very tight deadlines. Every time came on top of the challenge and delivered what was deemed a successful outcome and beyond.

- Consistently achieved stability and scalability of platforms and products - no significant incidents to this day.

- Came up with many simple ideas or strategies to solve burning problems. At times turning those into crucial product decisions, internal tooling, or entirely new products that started as a one-day hackathon.

- Built a team from scratch and led it to a successful roll-out of a large-scale product ManageWP, a WordPress website management product. GoDaddy acquired both the team and the product in 2016.

- Leveraged retrospectives, one-on-one meetings, and team meetings to significantly improve engineering practices, better organize the team and have no turnover of engineers for two years post-acquisition.

- Became widely known as someone who gets teams to quick deliveries and quality output. Today, many still use systems and processes built in our time together.

TECH SKILLS

- JavaScript (NodeJS / Express, React...)
- PHP (Symfony)
- C# / C++
- Python (Django)
- Java

- Databases (e.g. MySql, MongoDb)
- Queues (e.g. RabbitMq, SQS, ActiveMq)
- Key/Value stores (e.g. Redis, ZooKeeper)
- Configuration Management (e.g. Ansible, Puppet)
- AWS, Docker, Vagrant, Grafana, Graylog...

EXPERIENCE

GoDaddy
September 2021 -
Present

Senior Director of Software Development

Started with about **75** engineers across five managers on two major company initiatives. After six months, due to an internal company reorganization, got to pick one of the two major company initiatives to double down on it. With that, transitioned from leading teams associated with many projects to leading teams involved with a single large project - Managed WordPress hosting.

- Created a quarterly planning and execution process that the broader organization adopted. Resulting in easily aligning on goals, tracking progress, and delivering.
- Planned and successfully executed a 90-day plan that significantly improved product security, including getting from zero to complete platform visibility regarding malware and automating remediation.
- Found key issues with reporting and ways to generate necessary data that enabled making proper decisions.
- Inherited a legacy API project that had multiple issues per week and got it to have close to none.

GoDaddy
January 2019 -
September 2021

Director of Software Development

Transitioned from managing individual contributors to managing software development managers. Leading about **25-30** engineers across three managers and four projects. One of the teams was entirely US-based. Successfully delivered top initiatives within GoDaddy while continuously generating new ideas for projects and improvements.

- Successfully delivered a project that required wide collaboration and was tied to over $100M in revenue.
- Created five hackathons, out of which three got productized. Most notably, succeeding in retaining $10M annual revenue that the company was initially willing to risk as it deprecates a platform.
- Even when faced with high developer turnover due to the office struggling to integrate into GoDaddy, managed to counter it and keep the office running and ultimately growing.

GoDaddy
September 2016 -
January 2019

Senior Manager Software Development

Leading the Belgrade engineering after the acquisition, continued the development of ManageWP while slowly taking over a few more projects. The team grew to **15** people within the first month and had no turnover for two years. Then, after a lot of successful project deliveries and beating timelines, got the green light to start hiring aggressively and double the team.

- Rolled out an integrated experience of our product with GoDaddy in 3 months.
- By bettering the automation around an inherited project, got from five developers to needing one.
- Implemented team architecture/code reviews, improved the CI/CD pipeline, defined on-call rotations, etc.

ManageWP
January 2015 -
September 2016

Head of Software Engineering

Created a development team of **10** engineers from scratch and led it (architecture, cloud adoption/standards, hiring) to deliver ManageWP. To this day, ManageWP is the leading WordPress management solution. It includes website management, backups, cloning, and uptime/security/performance monitoring. GoDaddy acquired this project along with the team in 2016.

- Came up with a creative way to deliver our product on time, gain value, and ultimately lead to the acquisition.
- Architected all more complex features along with the two most senior engineers.
- Personally implemented a relatively complex billing system. No bugs to this day.

September 2007 -
January 2015

Software Developer

Started with paid freelance projects a little before finishing elementary school and created at least one entire project per year until 2012. Improved skills to the point of being banned from a yearly competition for high school students because of winning too many times. In 2012, fresh out of high school and in parallel with college, got a part-time job as a game developer in a growing startup trying to branch out. After the startup's unsuccessful attempt at gaming, due to excellent individual performance, got a full-time position to help build its main product in the internet industry. After a year in the role, promoted to the Head of Software Engineering.