

Eduardo Diaz Sancha

Director of Engineering | AI-Enabled Product & Platform Leadership

Atlanta, GA | XXX-XXX-XXXX | edsancha@gmail.com | linkedin.com/in/edsancha

PROFESSIONAL PROFILE

Director-level engineering leader with 20+ years in software and extensive experience scaling consumer product and platform organizations. Led organizations of 25–36 across frontend, backend, internal tooling and customer experience; delivered multimillion-dollar annual savings through platform modernization, automation and AI adoption. Experienced in organizational design, developer productivity, experimentation, high-scale consumer systems and 0→1 product development.

Technical Skills:

- **AI-assisted SDLC** – Agentic engineering workflows, adoption/change management, context engineering, governance and measurable productivity/quality outcomes.
- **Frontend Development** – Swift, Obj-C / iOS, Kotlin / Android, Typescript / Web, and React Native.
- **Backend Development** – Java, Scala, TypeScript, and Ruby on Rails
- **Infrastructure Stack** – AWS, GCP
- **Observability and Analytics Tools** – New Relic, Datadog, Sentry, and Splunk; Google Analytics, Mixpanel, and Segment
- **Experimentation Tools** – Taplytics and Amplitude

WORK EXPERIENCE

GRUBHUB, Atlanta, GA, New York, NY

05/2021 – 09/2026

Director of Engineering - Post Purchase Tech (Remote) (05/2025 – 09/2026)

Managed the teams encompassing the Diner Post Purchase area, Care Frontend and Backend and Internal Tools, across more than 30 services and FE apps, with a Product, Design and Engineering group of +40 members. Collaborated with a 500+ Care Operations organization, to enhance the Diners, Drivers, Merchants, Care Agents and internal administrators experience through order tracking, customer experience.

- Increased Customer Experience automation from 55% to 80%; launched an AI-powered chatbot handling 36% / 1.5M diner chat contacts end-to-end - saving \$4.5M annually, integrated Decagon voice-AI in several business; reducing total costs in Care by \$8 millions dollars in 2026.
- Led Google Cloud contact-center/virtual-agent integration and established governance, observability and infrastructure-as-code standards for AI-enabled customer-care systems.
- Served as administrator and contract negotiator for several vendors used across the organization: Contentful (content management system) saving 50k annually, OneTrust (privacy controls), and Zendesk, reducing API usage by 50% to accommodate new rates.
- Modernized Post Purchase through a backend-for-frontend/server-driven architecture, reducing annual costs by \$2M+ while improving testability and engineering velocity by 50%.
- Drove AI-assisted engineering adoption from 25% to 95% weekly usage, applying agentic workflows to increase test coverage from 70% to 95%, remediate critical/high-severity vulnerabilities and accelerate legacy system retirement.
- Developed engineers and managers through performance management, coaching and succession planning, supporting promotions through Senior Staff and Director levels.

Senior Engineering Manager (Remote) (02/2023 – 03/2025)

Managed three teams, including EMs for iOS, Android, and Web, along with backend engineers, totaling 36 members. Collaborated with Product, Analytics, and Design teams to enhance the Diner experience across menus, payments, and order history.

- Improved menu conversion metrics by 200 bps, beating annual expectations midyear by increasing product development flow and reducing lead time.
- Served as administrator and point of contact for several vendors used across the organization, such as Contentful (content management system), Cloudinary (digital asset management), Firebase, Google Play, and Apple App Store.

- Delivered an architecture transformation; migrated menu to backend for frontend (BFF), reducing costs by over \$1M annually (double the expected), enabling server-driven UI and eliminating legacy tech debt.
- Accelerated experimentation velocity across platforms, running approximately 10 concurrent experiments per platform monthly while reducing the number of existing (idle) experiments in the platform by 30%.
- Introduced service-level objectives (SLO), monitoring, and engineering best practices in several teams.
- Provided mentorship and career development across teams; conducted performance reviews and supported growth planning.

Engineering Manager (Remote) (05/2021 – 02/2023)

Led a team of 11 engineers in redesigning and modernizing the Subapp, implementing new architecture patterns and platform updates. Established the diner accounts team, fostering culture, setting SLOs, and enhancing observability and security practices.

- Spearheaded company-wide experimentation focus initiative, scaling to over 40 monthly experiments and 100+ variations, resulting in a 30% lead time reduction on product iteration through better process alignment (reducing idle time and creating templates and automated experiment ingestion processes).
- Led frontend work of a critical account takeover remediation project (OTP-based auth), resulting in six-figure monthly savings.
- Audited and refactored legacy frontend code, resulting in 60% fewer pages due to elevated errors in accounts.

CHOPRA GLOBAL, New York, NY

03/2020 – 05/2021

Engineering Manager

Built and launched the Chopra iOS app, a competitor to Headspace and Calm, reaching a 4.9 App Store rating and 99.95% crash-free sessions from 0 to over 700K users.

- Scaled the team from two to 10 engineers; established career ladders and streamlined onboarding.
- Implemented Scrum, CI/CD, RFCs, and a developer portal to improve the developer experience.
- Partnered with product and business leads on roadmap planning and platform strategy.

MODA OPERANDI, New York, NY

07/2019 – 01/2020

Staff Engineer

Brought in to refactor an e-commerce company's iOS app into a modular, reactive architecture while doubling conversion rates and users, tripling sessions, and increasing revenue by 2.5 times in the iOS app channel.

- Maintained app's approximately five-star rating in the App Store and improved crash-free rates to 99.8% from 98%.
- Contributed to backend API, introduced GraphQL architecture, and started UI testing, reaching 70% coverage.

SELF-EMPLOYED, New York, NY

03/2019 – 12/2025

Technical Advisor and Fractional CTO Roles

- **Innervox (2025, Remote):** Created engineering and product strategy, improved agile processes, embedded AI Agents in the cloud.
- **Cobble (2019, Remote):** Evaluated agency code and architecture; advised CEO on launch strategy and hiring.
- **Equip (2019, Remote):** Led development across iOS, Rails, and Angular; introduced CI/CD and code standards. Rebuilt the iOS app to align with Apple HIG and MVVM patterns.

HUDSON'S BAY COMPANY, New York, NY

06/2017 – 06/2019

Engineering Manager

Grew from Senior Software Engineer to Engineering Manager, leading the Gilt iOS / tvOS team (five people) and Common Platform team (six people), building reusable components and iOS / Scala microservices.

- Led efforts to modernize the Gilt app to Swift, improving crash rates by 30 bps (over 99.7%) and App Store ratings, resulting in features in App Store and Apple Pay events and two Webby Award nominations.
- Led backend work in Scala, creating several microservices and expanding the app gateway.

JACKTHREADS / THRILLIST MEDIA GROUP, New York, NY

03/2014 – 03/2017

Senior iOS Developer

Led the iOS development for the Thrillist (media) and Jackthreads (e-commerce) apps.

- Led Jackthreads redesign effort, increasing NPS approval scores by 20%.
- Launched TryOuts (try before you buy), leading UI/UX, logic and App Store release in three months.
- Modernized the codebase to Swift while continuing feature development, resulting in a 30% improvement in engineering efficiency and maintaining top-tier performance (99.8% crash-free, five-star rating); App Store, WWDC, and Webby Awards featured.

EVERSNAP, GOLDEN GEKKO, SIEMENS, IKEA, B3G TELECOM, California, Cambodia, France, Spain 01/2005 – 01/2014

Software Engineer and Team Lead

Several roles across the development stack in several countries.

- Led iOS development at Eversnap (photo and video sharing company) and Golden Gekko (mobile development agency), mentoring, refactoring, and building apps in Cambodia and California.
- Contributed across the stack (Java, .NET) in consulting (Siemens) and enterprise (IKEA, B3G Telecom) development roles in Spain and France.

EDUCATION

Bachelor of Science (BS) US Equivalency Certification, Computer Information Systems

THE TRUSTFORTE CORPORATION, New York, NY (2013)

- Studied Telecom Engineering in Spain (Universidad de Las Palmas); master's studies in France (Télécom Bretagne now IMT Atlantique).

ADDITIONAL WORK EXPERIENCE

SALITRE COACHING, LLC, Atlanta, GA

12/2024 – Present

Coach and Founder: Helped several executives to achieve their fitness goals through work-life balance and injury-free process.

ACTIVITIES

- Serve as UESCA-certified running coach, coaching several runners.
- Completed multiple Ironman triathlons and marathons.