

OMER ARMAN

Head of Web Engineering

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SUMMARY

Senior engineering leader with 12+ years leading teams and modernizing enterprise web platforms across CMS, frontend, and digital operations. Known for platform migrations, delivery acceleration, and building high-trust teams that ship reliably through change. Recently focused on bringing AI-assisted development and AI tooling evaluation into web engineering, from team-wide tooling adoption to piloting an AI chatbot across a global marketing site.

SKILLS

Engineering Leadership | People Leadership & Talent Development | Cross-Functional Leadership | Digital Platform Engineering | Platform Modernization & CMS Migration | Delivery Governance & Execution Cadence | Roadmap Planning & Prioritization | Stakeholder & Executive Alignment | Vendor Selection & Partner Management | M&A Integration | AI-Assisted Development | AI Tooling Evaluation | AI Adoption & Governance | Web Performance & Platform Optimization | Marketing Technology Integration | Localization & Global Content Operations | Web Accessibility & Privacy Compliance

EXPERIENCE

Head of Software Engineering, Web

May 2023 – Feb 2026

Qlik · Redwood City, CA

- Served as technical lead for Qlik.com's migration from Sitecore to a modern headless architecture built on Gatsby, Contentful, and Netlify, partnering cross-functionally to launch the English site on time under an accelerated timeline and roll out 6 localized sites.
- Managed and mentored a team of 5 engineers and 2 vendor partners, improving delivery discipline through coaching, clearer ownership, and consistent execution while advancing 2 senior engineers to Principal Engineer and broadening a QA engineer's role into the Scrum Master role.
- Managed web engineering across Qlik.com, the event platform, and acquired digital properties, aligning platform direction and roadmap execution to support M&A integration and improve web production speed by 50%.
- Improved planning, visibility, and operating cadence by reinforcing Agile delivery practices and cross-functional alignment, accelerating delivery timelines by 30% and reducing unplanned escalations by 40%.
- Implemented AI-assisted development workflows, increasing team productivity by 20% through streamlined engineering tasks and improved delivery efficiency.
- Drove accessibility compliance and cookie consent integration for Qlik.com, bringing global web properties in line with WCAG standards and privacy regulations.
- Ran Qlik.com's migration from Smartling to XTM, automating localization workflows and scaling multilingual publishing to 6 languages.

Head of Software Engineering, Web

Apr 2021 – May 2023

Talend · Redwood City, CA

- Oversaw engineering and web production through post-acquisition integration, leading 1 manager and a combined team of 12 to sustain content operations and delivery continuity during organizational change.
- Drove platform evolution and release planning in partnership with marketing and sales leadership, enabling revenue-driving web initiatives that contributed to 20% year-over-year pipeline growth.
- Established stronger planning and delivery governance through milestone tracking and executive reporting, improving delivery predictability and stakeholder confidence across the web roadmap.
- Led platform optimization initiatives that increased web traffic by 20% and reduced page-load times by 50%, strengthening site performance and user experience at scale.
- Integrated Marketo, Optimizely, and Smartling in partnership with marketing and content operations, enabling A/B testing, lead capture, and scalable multilingual content delivery across global web properties.

Senior Engineering Manager

Jan 2018 – Mar 2021

Talend · Redwood City, CA

- Accelerated an end-to-end enterprise website migration, delivering in 9 months versus an 18-month plan through stronger governance, dependency management, and execution discipline.
- Defined platform requirements and led vendor selection for a new web platform, translating business needs into a roadmap, operating model, and scalable delivery plan.
- Oversaw cross-regional engineering delivery across the US, France, and Ireland, aligning budgets, schedules, and vendor dependencies to sustain efficient execution across distributed teams.
- Built and developed a team of 5 engineers, increasing team versatility through targeted hiring, coaching, and cross-training.
- Delivered incremental development and redesign programs that contributed to an average of \$80M in annual sales pipeline impact.

Manager, Web Development

Nov 2015 – Dec 2017

Talend · Redwood City, CA

- Established the company's 3-tier web platform and led engineering of the underlying stack on AWS, with Akamai as the CDN solution.
- Led the company's migration from Drupal to WordPress, managing an engineering partner and 2 in-house engineers across roadmap execution, vendor coordination, and delivery milestones.
- Recognized as a Top 5 Marketing Staff award recipient for cross-functional impact and delivery excellence.

Manager, Web Development

Oct 2014 – Nov 2015

Check Point Software Technologies · San Carlos, CA

- Led the migration of CheckPoint.com and ZoneAlarm.com from Adobe Experience Manager to WordPress, owning technical roadmap, vendor coordination, and delivery execution.
- Designed a static-site deployment approach to meet corporate security requirements by converting WordPress output to static HTML outside the DMZ.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Management Information Systems — University of Nevada, Las Vegas

Applied AI/ML Certificate of Completion — Fullstack Academy, 2026

TECHNICAL ENVIRONMENT

Platforms & Cloud: Netlify, AWS, GCP, Docker, Akamai

Modern Web: HTML, CSS, JavaScript, TypeScript, React, Next.js, Node.js, Gatsby.js, JAMstack, Swift, Appcelerator Titanium SDK

CMS & Digital Experience: Contentful, WordPress, Drupal, AEM

Media & Analytics: Cloudinary, Google Analytics

Marketing Technology: Marketo, Optimizely, Smartling

AI-Assisted Development: GitHub Copilot, Claude Code, Python

Engineering Tools: Jira, Confluence, GitHub, Bitbucket