

# Jesse Patoka

104 Coyle PKWY | Cottage Grove, WI 53527 | patokajj@gmail.com | 262.623.0772

## Summary

Software Engineering Manager with over 17 years of experience driving innovation for globally recognized retail brands. Combines deep technical expertise with strategic leadership to optimize high-scale eCommerce platforms, stabilize release pipelines, and foster high-performing engineering teams that deliver business growth.

## Technical Skills

**Platforms & Architecture:** SAP Commerce Cloud (Hybris), Apache Solr, Azure, Docker, Jenkins

**Languages & Frameworks:** Java, Spring MVC, C#, .NET Core, SQL, FlexibleSearch, Groovy, JavaScript/Node.js, Junit, Mockito, Maven, Python

**Tools:** Atlassian Suite(JIRA, Confluence, JSM, Ops), Gigya, Azure Data Studio, Git, Github, Postman, VisualVM/XRebel, IntelliJ, VS Code, DBeaver, ServiceNow, OAuth

**Methodologies:** Agile, Scrum, Kanban, DevOps, CI/CD, Test Automation, Incident Response, Continuous Integration, Continuous Improvement, Microservices Architecture, Design Patterns

## Career Experience

### Software Engineering Manager, Trek, Waterloo, WI — February 2025 - Present

- Championed an AI-first engineering culture by organizing GitHub Copilot learning sessions and implementing repository-specific AI instruction files to standardize coding practices. Actively coached developers on leveraging LLMs for data analysis and debugging to drive operational efficiency.
- Improved release stability by operationalizing the release coordinator role, managing over 27 releases per quarter and driving a reduction in hotfix frequency from ~30% to 15% throughout 2025.
- Defined technical strategy and orchestrated migration to Atlassian Ops, serving as the key Directly Responsible Individual (DRI) to design the architecture, author technical requirements, and execute a seamless cutover.
- Enhanced support efficiency by establishing new Customer Care triage protocols and implementing support chatbots, resulting in a consistent 4.8+ to 5.0/5.0 internal satisfaction rating.
- Established Critical Incident SOPs that increased cross-team communication and transparency, significantly reducing resolution times for site instability issues.
- Enforced higher code quality standards by re-implementing JaCoCo code coverage gates and establishing automated database refresh cycles to streamline development environments.
- Successfully finalized Jira SLA calendars to enable reliable tracking and metrics for developer performance.

### Lead Software Engineer, Trek, Waterloo, WI — May 2023 - February 2025

- Led technical talent acquisition initiatives to build high-performing engineering teams, establishing autonomous interview protocols and collaborating with HR on data-driven post-interview analysis and candidate grading.
- Led and mentored two Kanban pods (5 back end developers total) while fulfilling regular development responsibilities. Provided technical guidance, and helped unblock developers with back-end environment issues.
- Mediated interpersonal conflicts between cross-functional team members (QA and BA), restoring productive collaboration and ensuring project delivery timelines were met without escalation.
- Balanced 50% technical contribution with 50% strategic planning and team leadership, delegating tasks effectively to maintain high pod velocity while delivering individual code contributions.
- Managed the high-velocity e-commerce production pipeline (Jenkins/Bitbucket), coordinating up to daily deployments to ensure rapid delivery of features and hotfixes.
- Led the migration of a route and challenge creation app from Google Maps to Mapbox, enhancing

mapping functionality. Initiated the use of SAP OCC API endpoints for front-end/back-end decoupling.

## **Software Engineer III, Trek, Waterloo, WI — August 2019 - May 2023**

- Achieved a 95% reduction in irrelevant search results by analyzing user patterns in Google Analytics and fine-tuning Solr relevance scoring to implement targeted phrase search.
- Guided the technical design and rapid 5-month migration from Bronto to Iterable, abstracting API calls for future flexibility and implementing a toggle for a zero-downtime cutover.
- Resolved 100% of critical and high-level vulnerabilities for a cybersecurity audit by researching Acunetix flags and differentiating critical issues from false positives, ensuring Trek's eligibility for cyber insurance.
- Architected a real-time water bottle customization integration involving extensive Hybris backend modifications to manage custom product creation, editing, and checkout.
- Spearheaded an asynchronous order placement process for B2B customers, utilizing a proof-of-concept to validate a solution that eliminated submission delays and prevented duplicate orders.

## **Sr. Software Engineer, Kohl's, Menomonee Falls, WI — October 2016 - August 2019**

- Supported operations of 1,100 stores, with 30,000+ mobile devices and 100+ deployable system components (apps, services, and databases) providing in-store mobility platform.
- Selected Android Native for the store device migration after rigorously evaluating comparative prototypes in React Native and Xamarin based on performance, integration, and maintainability.
- Developed reference applications and shared libraries for the UWP-to-Android migration, establishing code standards that streamlined onboarding and ensured consistency across teams.
- Led onshore and offshore teams in full-stack .NET/UWP development, driving efficient execution through comprehensive documentation (UML, architecture specs) and effective delegation.

## **Software Engineer, Kohl's, Menomonee Falls, WI — December 2014 - October 2016**

- Architected and developed core UWP mobile applications and ASP.NET backend systems used by store associates. These applications continue to be widely used and extended, demonstrating long-term value.
- Established a standardized server application template to expedite future development efforts. Played a key role in omni-channel fulfillment by designing solutions for in-store wayfinding, inventory accuracy, and streamlined picking, packing, and shipping processes.
- Thrived as Scrum Master, boosting team velocity by empowering individuals to provide accurate daily estimates and fostering accountability. Employed regular follow-ups to identify roadblocks and celebrate achievements through weekly recap emails highlighting individuals who met their estimates.

## **Sr. Programmer Analyst, Kohl's, Menomonee Falls, WI — July 2012 - December 2014**

- Focused on all aspects of the SDLC over multiple projects. These included business requirements, prototyping, design, documentation, UAT, development, QA, code review, deployment coordination, deployment, and support.

## **Programmer, Kohl's, Menomonee Falls, WI — January 2008 - July 2012**

- Developed .NET Compact Framework 3.5 applications for mobile devices (Symbol/Motorola 8846, MC5590, MC55A0). These applications included inventory management, pricing, eSign maintenance, store transfers, among others.

## **Education**

### **University of Wisconsin – Madison CPED**

**Manager Boot Camp Certification** (June 2025)

Completed intensive leadership training focused on transition to management, improved communication skills, effective feedback methods, improved conflict resolution, and the skills to manage effectively during times of change.

### **University of Wisconsin – Eau Claire**

**Bachelor of Arts in Information Systems**