

Mark Duncan

Engineering Leader | Product Engineering | Technical Strategy

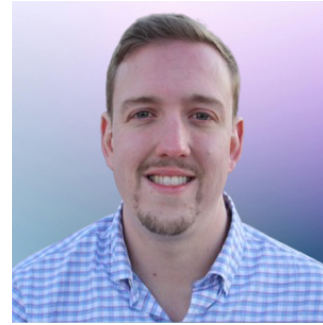
 Berlin, Germany

 +49 151 40782623

 mark.duncan@hey.com

 markduncan.me

 linkedin.com/in/mark-duncan



Work Authorization: EU Blue Card Holder

Notice Period: 1 month

Professional Profile

Hands-on engineering leader with 15+ years of experience delivering **scalable software platforms**, leading **organizational transformation**, and building **high-performing engineering teams**. Combines deep technical expertise across **backend, frontend, and platform engineering** with a proven ability to build **trusted cross-functional partnerships** that align **technology, product, and business strategy**.

Experienced in applying emerging technologies, including **AI**, to solve complex business challenges and consistently deliver **measurable business outcomes**.

Professional Experience

Visable Labs GmbH - Berlin, Germany

Head of Backend Engineering (Leiter der Backend-Entwicklung)

September 2025 - Present

Role being eliminated as part of company-wide restructuring and cost reduction.

Visable Labs is the innovation and technology division of Visable, part of the Alibaba Group, building AI-powered sourcing, search, and marketplace solutions for wer liefert was (wlw) and europages, Europe's leading B2B, AI-powered procurement platforms.

- Directed technical delivery across **four cross-functional engineering teams (up to 12 direct reports) based in Germany and France**, partnering with engineering teams in China, to align platform strategy, technical execution, and business priorities.
- Owned delivery of an AI-powered solution to reduce delays in buyer-request verification, **reducing fulfillment time from 3 days to under 5 minutes**, and improving buyer-to-supplier connection efficiency.
- Defined **the technical strategy** for integrating the Visable platform with Alibaba's **Accio Work AI Agent**, enabling suppliers to optimize their marketplace profiles through **AI-powered workflows** that strengthened **buyer trust and engagement**.

- Spearheaded the strategy and delivery of a business-critical initiative to streamline the supplier membership model across DACH and European marketplaces, **unifying platform capabilities and increasing customer satisfaction by 40%**.
- Established a **DORA-based measurement framework to assess the impact of AI-enabled IDE adoption on engineering performance**, supported by monthly team-level reporting.
- Developed the engineering AI adoption strategy, establishing onboarding, governance, and best practices that enabled cross-stack development through AI-assisted workflows, **boosting developer productivity by up to 30%**.
- Defined and implemented the engineering incident management and observability strategy, standardizing service health priorities and Datadog monitoring that **reduced customer-impacting incidents by nearly 30%** within the first month while **increasing proactive issue detection by 50%**.

American First Finance / FirstCash Inc. – Coppell, TX, USA

Director of Production Software (Leiter Produktionssoftware)

May 2018 – April 2025

American First Finance, a FirstCash company, provides technology-driven consumer financing solutions for retailers across the United States through an integrated point-of-sale lending platform.

- **Directed a distributed engineering organization of 30+ software engineers across the U.S. and India**, alongside UX and DevOps teams, shaping product priorities and delivering revenue-generating platform capabilities. Combined **hands-on development and architectural guidance with shared ownership of customer and business outcomes**.
- **Led development of revenue-critical APIs** that streamlined financing transactions with 3rd-party POS systems, enabling seamless integration across major retail partners and driving **\$100M+ in annual loan originations**.
- Delivered a full-stack corporate digital experience rebrand across multiple customer-facing web applications, ensuring consistent UX, brand alignment, and compliance by the target launch dates, **improving customer engagement by 60% and new originations by 40%**.
- **Reduced Mean Time to Recovery (MTTR) by 75%** by architecting and implementing a feature-flag based control system, protecting against production outages and preserving **transactional revenue and customer trust**.

Imaginity – Dallas, TX, USA

Senior Web Developer (Senior Webentwickler)

October 2016 – May 2018

Imaginity is a digital marketing and customer experience agency that helps brands grow through data-driven strategy, creative services, technology, and analytics.

- **Developed scalable, responsive web applications** using PHP, JavaScript (React/Vue), and AWS, supporting **100K+ users** for multiple B2B clients, ensuring high availability across mobile and desktop platforms.
- **Led development of a municipal voice assistant platform** for Alexa and Google Home, launched in **10 local cities**, collaborating with UX teams to deliver seamless, accessible digital experiences and **creating a brand new company revenue stream**.
- Delivered **WCAG AA-compliant experiences** across all developed B2B web apps, validated via automated tools and manual screen reader testing, **improving accessibility and supporting customers' compliance requirements**.

HCK2 Partners – Addison, TX, USA

Senior Web Developer (Senior Webentwickler)

12/2014 – 10/2016

Big Thought – Dallas, TX, USA

System Administrator (System- und Netzwerkadministrator)

07/2010 – 12/2014

Education

Bachelor of Science (B.S.) in Computer Engineering

The University of Texas at Dallas, USA

2010 – 2014

Technical Expertise

TypeScript • Vue.js • Angular • Node.js • Java • Kotlin • Spring Boot • AWS • PostgreSQL • MongoDB • Platform Engineering • Platform Modernization • Distributed Systems • Enterprise Architecture • Event-Driven Architecture • API Design • AI/LLM Integration • DevOps • CI/CD • Observability (Datadog) • IBM i (AS/400)

Thought Leadership

Founder of markduncan.me, a technology publication focused on engineering leadership, software architecture, AI, and real-world software development.

Languages

- English – Native proficiency
- German – A2 (studying for B1 level)