

# Steven Christensen

Technical Platform Manager | E-commerce Architect & Strategist

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## EXPERIENCE

### Technical Platform Manager- PIM/DAM/3D

Kohler Co. – Current Role

- Optimized PDF Service to support global markets and reducing the cost per version of translated PDFs saving the company \$10M+ through 2026
- Led the integration of AI Content generation capabilities supporting content authors and AI Analysis and tagging of images reducing time in merchandisers spend in DAM by 25%

### PIM Platform Owner

Kohler Co. – Aug 2022 - May 2024

- Delivered scalable technology foundation of reusable components and APIs, enabling internal and external partnerships, demonstrating strong technical expertise and communication across stakeholders and key external partners
- Directed the adoption of CI/CD practices, reducing time to market for new features by 30% recovering team capacity by 20%
- Launched Kohler's "Syndication as a Service" product improving onboarding of new syndication targets by 75% and removing all custom development dependencies for common product feed syndications
- Collaborated on design of "Identify My Product" a AI Product Identification service for customers yielding a NPM 20+ and increased service parts annual sales \$500k annually

### Sr Digital Architect

Kohler Co. – Jan 2021 - Aug 2022

- Designed and launched a Global PIM platform with Event Driven Product Catalog Service from 0 to 1 reducing data availability time for product updates by 99%.
- Implemented the first agile Platform Team within Kohler creating a feedback loop using Agile methodologies, enhancing platform features iteratively which resulted in a 50% increase in user satisfaction and 25% reduction in cost onboarding new product catalogs.
- Interviewed Internal and External Integrators to better understand their integration needs and identify future improvements.
- Onboarded 15 unique brand/regional Product catalogs and Ops teams to Global PIM platform reusing over 80% of processes improving global brand consistency

### Software Engineer - eComm Integrations

Missouri Star Quilt Co.. – Jan 2019- Jan 2021

- Migrated monolithic ecomm architecture to Cloud based SOA reducing development, maintenance and hosting costs by \$5m YoY
- Develop and managed relationships with critical 3rd Party Services helping shape their roadmap: Reviews (Bazaar Voice, Trust Pilot), Tax (Vertex Cloud), Segment (CDP, Ads, Analytics)  
Optimized customer community forum which increased sales originating from the forum by 25% and NPS improved to +50%.

### Founder - Lead Developer

SLC Development – April 2017 - Jan 2019

- Engineered in-house multi-tenant server architecture, significantly reducing operational costs while maintaining customer performance.  
Developed custom plugins and integrations across many ecom platforms

### Full Stack Developer

VitalBGS & Sizzle Factor – Mar 2015- Apr 2017

- Hosted, developed and maintained 50+ websites and services
- Worked to modernize and align over 20 different product/service catalogs and created ETL processes to "lift and shift" varying data models to an internal ecommerce platform to centralized content management.
- Improved sales through measured conversion optimization techniques including session recording/tracking

## SKILLS

### Core Concepts:

Composable Architecture, SOA, OOP, SDLC, Data Modeling (ER, ORM), MVC, RESTful APIs, NoSQL

### Programming Languages:

PHP, JavaScript, C#, Bash scripting, CSS, SQL, some C++

### Frameworks/Platforms:

.NET, jQuery, React Vue, Node.js, Next.js, Laravel, WordPress, WooCommerce, Magento 1.x/2.x/CC, Shopify, BigCommerce, Commerce Tools, AEM, Contentful, Salesforce CC

### Product Management:

Product Roadmapping, Backlog Prioritization, Data-Driven Development, Jira, Confluence, SmartSheet, Miro, Figma, LucidCharts

### Cloud Platforms:

AWS, Google Cloud Platform, Microsoft Azure, OpenShift

## OTHER

### Influences:

[Atomic Design](#), [Gitflow](#), [Agile Methodology](#), [Event Driven Architecture](#), [Making Work Visible](#), [The Lean Startup](#)

### Awards:

InRiver 2022 & 2020 Customer Ambassador of the Year, North America

### Volunteering:

Developed curriculum for a youth summer code camp partnering with the University of Utah and Microsoft's "[Hour of Code](#)"