

THOMAS PROMMER

Los Angeles, CA | +1 917-488-6124 | thomas@prommer.net | prommer.net | [LinkedIn](#)



Hands-On Technology Executive | B2B + D2C Commerce Platforms | Asia Engineering Leadership

Building Platform Capabilities for Asia's Leading Grocery Digital Commerce Ecosystem

Hands-on technology executive and AI builder with 20+ years scaling B2B and D2C platforms to \$9B combined revenue. Led technology behind adidas's combined wholesale (B2B) and direct-to-consumer e-commerce business—1,000+ engineers across 7 global hubs including oversight of Shanghai tech organization, \$200M IT P&L, and deep marketplace integrations across Tmall, JD.com, Zalando, and 20+ digital partners. Active coder shipping production AI/ML systems with agentic coding methodologies. Expert in unified commerce architecture, engineering team elevation across Asia, and building shared platform capabilities. Active operations in Thailand with engineering and marketing teams across Southeast Asia and China. Dual US/EU citizen.

B2B + D2C Unified Commerce Architecture

Marketplace Integrations (Tmall, JD, WeChat, Zalando)

Global Eng. Leadership (1,000+ engineers, 7 hubs)

\$200M IT P&L & Vendor Management

Asia Engineering Leadership (China, Thailand, SEA)

Platform Capabilities & Shared Services

AI/ML, CDP & Personalization Engines

Cloud-Native Microservices (AWS, GCP, Azure)

Throughout my career, I have been fortunate to work with some of the world's most innovative technology companies—absorbing best practices across engineering, operations, and product strategy. These experiences allowed me to formulate my own operational model, **eUSA**, which I introduce at prommer.net/cpaxtra-cto-2026.

PROFESSIONAL EXPERIENCE

Global SVP of Engineering — adidas (External Advisory) — Global

2022 – Present

Continued strategic leadership across all five product areas (adidas.com, mobile, consumer engagement, omnichannel, retail tech) as external strategic resource.

- Maintaining continuity across \$9B e-commerce platform (Salesforce Commerce Cloud), mobile apps in 41 markets, 300M-member adiClub loyalty program, omnichannel integration, and retail technology

Founder & Technology / AI Consultant — We The Flywheel — Global

2022 – Present

AI-powered media network, digital consultancy, and product studio. Distributed engineering and marketing operations across Thailand, Vietnam, Philippines, and Indonesia.

- Hands-on AI builder: shipping production agentic coding pipelines, LLM-powered automation, and AI pair-programming workflows daily in Python, TypeScript, and Node.js
- Built and managed engineering and marketing teams across 4 Southeast Asian countries—hiring, upskilling, and retaining technical talent with global engineering standards
- Developed agentic automation pipelines reducing manual operations by 60%—end-to-end from data processing to deployment
- Top 1% expert on institutional investor networks—200+ technical consultations for Blackstone, Berenberg Capital, Bain Capital, and Emmeline Ventures

Global SVP of Engineering — adidas (Internal, Full-Time) — Herzogenaurach, Amsterdam & Shanghai

2019 – 2022

On-the-ground technology leader for five product areas spanning \$9B combined commerce. 1,000+ engineers across 7 global hubs. Shanghai tech team. \$200M IT P&L.

- **adidas.com:** \$9B global e-commerce on Salesforce Commerce Cloud—B2B wholesale ordering for thousands of retail partners + D2C serving 100M+ consumers across 50+ markets
- **Mobile & Consumer Engagement:** Native apps in 41 markets; 300M-member adiClub loyalty program with personalization engines, CRM, and lifecycle marketing at scale
- **Omnichannel:** Integration layer connecting consumer-facing experiences to SAP ERP, supply chain, and fulfillment—enabling seamless cross-channel user experiences
- **Retail Tech & China:** IoT stores, magic mirror, endless aisle, portable integrated POS; overseen Shanghai tech team with Tmall, JD.com, WeChat integrations
- Elevated engineering from fragmented silos to unified global culture—50+ daily deployments, CI/CD excellence; \$200M vendor ecosystem (Deloitte, Accenture, Salesforce)

CTO & Sr. Technology Advisor — Bain Capital (Contract) — Boston

2018 – 2020

Hands-on CTO for digital accelerator and senior technology advisor to consumer portfolio companies across multiple brands and P&Ls.

- Architected cross-brand Customer Data Platform aggregating 500M+ records—shared infrastructure enabling unified analytics, segmentation, and cross-brand intelligence for all portfolio companies
- Built platform capabilities that no individual brand could justify alone—shared services approach enabling every business unit to leverage common data, AI/ML, and commerce infrastructure
- Advised portfolio companies on enterprise architecture, integration strategy, and build-vs-buy decisions across B2B and D2C channels

President, Technology — Huge (IPG) — New York, Los Angeles & Singapore

2010 – 2018

Progressed from Engineer/Architect to global technology practice lead. Enterprise clients: Nike, Google, Apple, Amazon, McDonald's, Toyota, Hulu, Sweetgreen, UCSF. APAC hub in Singapore.

- Scaled engineering organization from 100 to 400 across US, Colombia, and Singapore—built distributed team culture spanning 16-hour time zones

- Launched Zelle P2P payment platform (now processing \$600B+ annually) with bank-grade security, compliance, and real-time transaction processing
- Delivered enterprise platforms for Fortune 100 clients across consumer goods, automotive, QSR, and financial services—including supply chain, logistics, and marketplace systems
- Partner advisory boards: Adobe, Salesforce, Sitecore, Acquia—enterprise platform strategy and technology governance

Global Director of Technology — Fantasy — Stockholm & New York

2007 – 2010

*Progressed from Software Engineer to global technology discipline head. Clients: **Netflix, MTV, AT&T, HTC, Comcast.***

- Chief architect for white-label platform serving 10M+ users with \$5M/year license revenue—multi-tenant enterprise architecture
- Built and scaled B2C platform handling 300k simultaneous users with enterprise reliability and 24/7 operations
- Grew team from 12 to 50 engineers across US and Sweden offices

ADVISORY & BOARD POSITIONS

Technical Diligence & Strategy Advisor — PE/VC Firms

2018 – Present

Enterprise technology assessment, architecture review, and transformation strategy for Blackstone, Berenberg Capital, Bain Capital, Emmeline Ventures.

Partner Advisory Boards: Adobe, Salesforce, Sitecore, Acquia, Contentful

EDUCATION

Carnegie Mellon University, UMass Amherst & Karlsruhe Institute of Technology

M.Sc. Computer Science — Artificial Intelligence & Web-based Systems

Karlsruhe Institute of Technology, Germany

B.Sc. Computer Science

MIT Sloan — Strategy & Innovation | Harvard — Data Science | Wharton — Business Analytics

TECHNOLOGY

Commerce	Unified B2B/D2C Architecture, Marketplace APIs, Inventory Sync, Order Management
Cloud & Infra	AWS, Azure, GCP, Kubernetes, Terraform, CI/CD, Microservices
Data & Analytics	CDP (500M+ records), Snowflake, BigQuery, Kafka, Segment, Databricks
AI / ML	Python, TensorFlow, Vertex AI, LLMs (GPT-4, Claude), Personalization Engines
Marketplace	Tmall, JD.com, WeChat, Zalando, Amazon, REST/GraphQL APIs, Real-time Sync
Security	Zero-Trust Architecture, SOC2, PCI-DSS, GDPR, Identity & Access Mgmt

Languages

English, German (native) | Spanish (fluent)

Location

Active in Thailand — Ready for Bangkok relocation

Work Authorization

Dual US and EU Citizen