

THOMAS PROMMER

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The Wonderful Company — Executive Leadership

via Safire Partners (Shaina Semiatin)

Re: Chief Technology Officer

Dear Wonderful Company Leadership,

Your CTO position stopped me in my tracks. Not because of the title—but because of the problem. Twenty-two business units, vertically integrated from orchard to shelf, modernizing core technology platforms while running 24/7 operations for 10,000 employees. This is the kind of complexity I've spent my career navigating, and it's the kind of challenge that genuinely excites me.

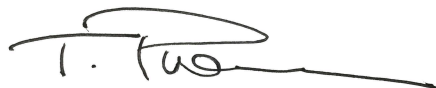
At adidas, I led the enterprise technology organization behind a \$5B global platform—500+ engineers across seven hubs (US, Germany, India, Colombia, China), a \$200M IT P&L, and 20+ technology partners including Deloitte and Accenture. The parallels to what Wonderful needs are direct: I harmonized fragmented systems across multiple brands and regional operations into a unified architecture, drove SAP modernization alongside cloud-native platforms, and built the onshore/offshore operating model (48 onshore, 200+ offshore in India) that your team structure mirrors. I managed the entire stack—enterprise applications, data platforms, infrastructure, security—while maintaining stability for 100M+ users and 50+ daily deployments.

At Bain Capital, I served as CTO for a portfolio of consumer brands—the closest analog to Wonderful's holding-company model. I built a cross-brand Customer Data Platform aggregating 500M+ records, enabling predictive analytics and demand intelligence that individual brands couldn't achieve alone. This is exactly the kind of enterprise analytics capability your position description calls for: unlocking margin transparency, performance measurement, and operational optimization across business units that have historically operated independently.

Where I'll be direct: I haven't managed pistachio orchards or citrus packing lines. But I've led technology for enterprises where physical operations—supply chain, logistics, manufacturing, distribution—are the core business, not an afterthought. The technical challenges of IoT sensor integration, predictive maintenance, real-time operational dashboards, and ERP-to-plant connectivity are ones I've solved across different domains. Agricultural technology is a frontier I'm eager to learn, and I bring the enterprise architecture discipline, AI/data platform expertise, and operational leadership that transfer directly.

I'm based in Los Angeles, available on-site Monday through Wednesday, and ready to invest in understanding Wonderful's operations from the ground up. I've included a brief video introduction at the link below, alongside my full portfolio.

Best regards,



Thomas Prommer



Executive Portfolio & Video Introduction: prommer.net/wonderful-cto-2026/
Resume, cover letter, and video introduction available for download

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Technology Executive | Enterprise Platform Modernization | AI & Data-Driven Operations

Scaling Technology Across Complex, Multi-Brand Enterprises

Enterprise technology executive with 20+ years modernizing platforms and scaling engineering organizations across complex multi-brand, multi-site operations. Led adidas \$5B global platform with 500+ engineers across 7 hubs, \$200M IT P&L, and 20+ vendor partners. Deep expertise in ERP modernization (SAP S/4HANA, cloud migration), enterprise data platforms, and applied AI/ML for operational intelligence. Track record unifying technology across diverse verticals with competing priorities—e-commerce, supply chain, manufacturing operations, and consumer engagement—while managing global onshore/offshore teams (US, India, Colombia) and maintaining stability for 10,000+ users. Dual US/EU citizen, Los Angeles.

Enterprise ERP Modernization (SAP, Cloud ERP)
Global Eng. Leadership (500+ engineers, 7 hubs)
Supply Chain & Operations Technology
\$200M IT P&L & Vendor Management

Multi-Brand / Multi-Site Architecture
AI/ML, Predictive Analytics & Automation
Cloud Infrastructure (AWS, Azure, GCP, OCI)
Data Platforms, CDP & Enterprise Analytics

PROFESSIONAL EXPERIENCE

Founder, Technology Advisor & Consultant — We The Flywheel — Los Angeles 2021 – Present

AI-powered media network, digital consultancy, and product studio. Serves Fortune 500 clients and institutional investors.

- Built production-grade AI/ML systems: automated content generation across 500+ properties, predictive analytics, and intelligent workflow automation
- Top 1% expert on institutional investor networks—200+ technical consultations on enterprise platforms, AI/ML, and digital transformation for PE/VC firms
- Technical due diligence advisor for Blackstone, Berenberg Capital, Bain Capital, and Emmeline Ventures on enterprise software and platform assessments
- Developed agentic automation pipelines reducing manual operations by 60%—applied across data processing, content, and operational workflows

Global SVP of Engineering — adidas (Contract) — Herzogenaurach & Amsterdam 2019 – 2021

Enterprise technology leader for \$5B global platform. 500+ team across 7 hubs (US, Germany, India, Colombia, China). 20+ technology partners. Reported to CFO.

- Led enterprise-wide technology strategy across e-commerce, supply chain, retail, mobile, and data platforms—serving 100M+ users across 50+ markets
- Drove SAP backend integration with modern cloud-native frontends; harmonized fragmented systems across brands and regions into unified architecture
- Managed \$200M vendor ecosystem (Deloitte, Accenture, Salesforce); led contract negotiations and governance across 20+ partners
- Built global onshore/offshore model: 48+ onshore, 200+ offshore (India), nearshore (Colombia)—24/7 follow-the-sun support
- Established enterprise DevOps (50+ daily deployments, CI/CD, SRE); directed Runtastic acquisition tech integration

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 portfolio-wide Customer Data Platform aggregating 500M+ records across multiple brands—unified analytics, segmentation, and cross-brand intelligence
- Built enterprise data cooperative enabling cross-brand predictive analytics, demand forecasting, and customer lifetime value modeling
- Advised portfolio companies on enterprise architecture, ERP integration strategy, supply chain technology, and build-vs-buy decisions

President, Technology — Huge (IPG) — New York & Los Angeles 2010 – 2018

Progressed from Engineer/Architect to global technology practice lead. Enterprise clients: Nike, Google, Apple, McDonald's, Toyota. Reported to CEO.

- 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 operational 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: 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

Enterprise / ERP	SAP S/4HANA, Oracle Cloud (Fusion), Salesforce, MES/MOM Platforms
Cloud & Infra	AWS, Azure, GCP, OCI, Kubernetes, Terraform, CI/CD
Data & Analytics	Snowflake, BigQuery, Kafka, Segment, Databricks, Power BI, Tableau
AI / ML	Python, TensorFlow, Vertex AI, LLMs (GPT-4, Claude), Predictive Analytics
Integration	APIs (REST/GraphQL), Microservices, ETL/ELT, IoT Platforms, MuleSoft
Security	Zero-Trust Architecture, SOC2, PCI-DSS, GDPR, Identity & Access Mgmt

Languages

English, German (native) | Spanish (fluent)

Location

Los Angeles, CA — Available on-site Mon–Wed

Work Authorization

Dual US and EU Citizen



Executive Portfolio: prommer.net/wonderful-cto-2026/