

THOMAS PROMMER

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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/