Wael Awada

ENGINEERING LEADERSHIP

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Engineering leader with 20+ years of software engineering experience. Led organizations of up to 29 engineers, managed engineering managers, and built distributed teams across four countries. Experience spans B2B purchasing, developer platforms, digital transformation, and customer-facing products. Technical leadership in Java and AWS through architecture and technical oversight.

Professional Experience

Amazon **Aug 2019 – Present**

Software Development Manager

Amazon Business **May 2022 – Present**

Led an organization of up to 29 engineers across three teams, with up to two engineering managers reporting directly to me. Owned internal and customer-facing tools supporting managed B2B purchasing through requests for proposal (RFPs) and requests for quotation (RFQs).

- Set the roadmap and shaped the technical approach for an RFP workflow overhaul, partnering with product managers, business stakeholders, and engineering teams to streamline proposal generation, approvals, and agreement provisioning while strengthening pricing and financial controls.
- Owned long-term technical direction, guiding modernization investments and the consolidation, simplification, and retirement of services and systems.
- Supported multiple engineers' promotions to Senior Engineer and coached an engineer into management through progressively broader leadership responsibilities and continued support after the transition.
- Negotiated stakeholder priorities and rebalanced engineering capacity and roadmaps to unblock high-priority initiatives across organizational boundaries while balancing core commitments.

Honeycomb — eCF **Aug 2021 – May 2022**

Initially managed 15 engineers across two teams; retained eight direct reports after a peer manager joined, while continuing to influence both teams' roadmaps, operations, and stakeholder management.

- Prioritized AWS service integrations by working backward from user feedback and aligning with stakeholders and leadership. Enabled Amazon engineers to avoid manual infrastructure setup and reduce maintenance work so they could focus on business logic.
- Led internal town halls and customer roundtables to promote the platform, gather feedback, and encourage adoption.

Amazon Imaging **Aug 2019 – Aug 2021**

Led a four-engineer team building greenfield systems for Amazon's worldwide imaging studios.

- Defined the roadmap and requirements with studio stakeholders and shaped the technical approach, replacing manual processes and disconnected tools with centralized contractor management and photoshoot scheduling.
- Coordinated rollout across studios, enabling more efficient coordination of contractors, photoshoot events, and studio spaces.

Professional Experience Continued

Priceline.com **Dec 2018 – Aug 2019**

Director Software Engineering

Led an 18-engineer organization, with three team leads reporting directly to me, owning Priceline.com's customer-facing Hotels experience across search, property details, and reservations.

- Aligned product and design stakeholders and coordinated engineering delivery of a redesigned Express Deals experience across hotel search and booking, making discounted offers clearer while keeping hotel identities hidden until after reservation.

Sotheby's **Dec 2016 – Dec 2018**

Assistant Vice President, Senior Manager

Grew from managing a four-person team to leading a 28-engineer organization across five teams in the US, Germany, Colombia, and Iceland. Four team leads and five US engineers reported directly to me. Oversaw client relationship management, art provenance, and bidding software.

- Set the roadmap and technical direction for a centralized art provenance repository, aligning art specialists and business stakeholders and coordinating delivery across teams. Enabled specialists to research artwork histories in one place, reducing manual reconciliation across disconnected systems.
- Hired and developed team leads, established clear ownership boundaries, and improved coordination across locations so geographically distributed teams could deliver together.

Sharecare, Inc. **Nov 2014 – Dec 2016**

Team Lead

Joined as a Software Engineer and initiated a shared multi-tenant platform. Leadership formed a team around the initiative; led five developers and one QA engineer, all direct reports.

- Rearchitected separately maintained tenant codebases to support shared and tenant-specific features, simplifying tenant onboarding and shared releases while reducing duplicated maintenance.

The Home Depot **Jun 2014 – Nov 2014**

Senior Software Engineer — Led four developers migrating reporting to a centralized customer order management system, coordinating with business analysts, database administrators, and QA.

3Cinteractive **Aug 2010 – Mar 2014**

Software Developer — Built payment processing with external processor integrations and a transaction dashboard, plus a flexible data repository using Spring and MongoDB.

Open Finance Network **May 2005 – Mar 2009**

Senior Software Engineer — Built Java billing, financial-data, and reporting systems, including PDF and Excel reporting and integrations between databases and client applications.

Florida Atlantic University **Aug 2004 – Jan 2006**

Teaching Assistant — Supported undergraduate and graduate computer science courses.

Education

Doctoral Studies, Computer Science **2010 — 2014**

Florida Atlantic University. Degree not completed. Research in data mining and machine learning, with three conference papers on ensemble methods for biomedical datasets.

MS, Computer Science **2006**

Florida Atlantic University

BS, Computer Science **2004**

American University of Beirut