



Simon Christian Krüger

Director of Technology and Engineering (DACH)

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Profiles

[Linkedin](#)

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[kayoslab](#)

Skills

Technology & Architecture

Microservices, Cloud, Infrastructure, Artificial Intelligence, Software Architecture



Leadership & Strategy

Agile Leadership, Servant Leadership, Partner Management, OKRs, Target Agreements



Communication

Emotional Intelligence, Mentoring, Relationship Building, Public Speaking, Workshop Moderation



Delivery & Methods

GTM Strategies, Product Ownership, AI in SDLC, Scaled Agile Process



Languages

German

Native proficiency



English

Full professional proficiency



Interests

Recreational

Cooking, Specialty Coffee, Personal Growth, Vinyl Records, Reading

Summary

Engineering executive with 15+ years of experience building and scaling digital platforms and engineering organisations across retail and financial services. Led teams of up to 20 direct reports and shaped delivery strategy for a 120-engineer unit, driving architectural governance and organisational maturity in complex, multi-market environments. Specialised in composable and cloud-native transformation, aligning engineering execution with commercial objectives to enable resilient, scalable technology foundations.

Experience

Equal Experts Remote (United Kingdom)
 Director of Technology and Engineering (DACH) 2024-10-01 - today
 Established and expanded Equal Experts' technology presence in the DACH market, positioning the organisation within composable commerce and cloud-native transformation. Secured the first major enterprise engagement in the region and built a qualified growth pipeline through strategic client development and ecosystem partnerships. Serve as executive technology partner to enterprise stakeholders shaping platform modernisation and organisational transformation initiatives.
<https://www.equalexperts.com>

intive Remote (Germany)
 CTO Solution Consultant 2023-07-01 - 2024-09-30
 Led a permanent team of 5 consultants and defined delivery center strategy for a 120-engineer German unit. Aligned operating models, architecture standards, and governance practices to improve scalability and cross-program consistency across enterprise transformation initiatives. Partnered with senior client stakeholders to translate business strategy into executable technology roadmaps.
<https://intive.com>

intive Remote (Germany)
 Principal / Senior Solution Consultant 2022-07-01 - 2023-06-30
 Contributed to revenue growth through executive-level solution design and strategic MACH ecosystem partnerships. Delivered multiple enterprise transformation programmes and formalised composable commerce positioning within the organisation, strengthening market credibility and cross-functional alignment.
<https://intive.com>

intive
 Senior Solution Architect 2017-03-01 - 2022-06-30
 Led 20 full-time engineers across large-scale retail transformation programmes. Owned architectural governance for multi-market commerce platforms deployed in up to 30+ countries. Established engineering standards, mentored emerging leaders, and ensured long-term scalability of complex distributed systems.
<https://intive.com/>

Sports
Scuba Diving, Rock Climbing, Bouldering,
Yoga, Running

Professional
Specialised Literature, Cloud
Infrastructure, Agentic Software
Engineering, Startup Culture

Kayos Remote (Germany)
Founder and acting CEO 2015-04-01 - today
Founded and operated a technology-focused venture, overseeing strategy,
product direction, and client engagement. Combined hands-on engineering
with entrepreneurial leadership, driving solution development from concept
to delivery while managing stakeholder relationships and commercial
positioning.

Education

Fachhochschule Bielefeld Bachelor of Science
Business Administration and Computer Science 2015-10-01 - 2017-09-30

<http://www.fh-bielefeld.de/>

Hochschule Trier, Trier University of Applied Science Bachelor of Science
Computer Science: Secure and Mobile Systems 2011-10-01 - 2014-09-30

<https://www.hochschule-trier.de>

Projects

Composable Commerce Accelerator 2024-02-01 - 2024-09-30
Designed reusable MACH-based accelerator reducing delivery risk and
accelerating enterprise sales cycles.

UK Challenger Bank (1.4M active users) 2023-07-01 - 2024-01-30
Led MarTech migration from decentralised data architecture to centralised
warehousing and composable automation, enabling scalable analytics and
customer insight.

Global Retail Rollouts (30+ Countries) 2019-05-01 - 2021-11-30
Directed architecture and delivery for multi-language commerce platforms
supporting international expansion.

Certifications

Dynamic Yield Personalization Expert (Technical) 2022-04-19
Dynamic Yield
Certificate ID: pi2p4ysbbq6a

Dynamic Yield Personalization Expert (Business)
Dynamic Yield
Certificate ID: ksphx4nws4n7

Associate Functional Architect 2022-01-18
Commercetools
Certificate ID: CPKyBns9CR

Professional Scrum Master (PSM-I) 2017-09-29
Scrum.org
Certificate ID: 264356

Specialist for application development of software systems 2014-08-01
Hochschule Trier

Volunteering

Registered Society Crossnight Gütersloh e.V 2009-04-01 - today
Organisation and performance of events for alternative music and culture