Head of Engineering, Cloud Platform & AI · PlentyONE GmbH

Lukas Wöhrl

I lead Cloud Platform & AI at PlentyONE, five teams and 30 people at peak, and own core product: the marketplace integration platform and the public Partner API. Before that I reported to the CEO as Director of Operations and co-designed the product and engineering organisation with the founder. 20+ years in software, from healthcare systems to e-commerce SaaS, including Microsoft.



Kassel, Germany · Remote · German & English

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200+
person product & engineering org, designed with the founder

~100
company-wide production releases per working day

40%↓
monthly cloud compute cost since 2023, while usage grew

3×
faster support response & resolution

What I work on

Teams, leaders & organisational design

Lead five teams, 30 people at peak, from AI to Infrastructure. Hired 20+ engineers, grew five into leaders and, with the founder, designed the 200+ person product and engineering organisation, including its first areas, teams and managers in 2022.

Product & customers

Delivered a marketplace integration platform and a public Partner API in four months with a team of eight: consistent logic and UI across marketplaces, one front door for partners. Measure what users do and ship behind feature flags, so we learn fast and roll back early.

Strategy, cost & vendors

Own the company-wide cloud budget, the people budget for my area and the architectural direction. Cut monthly compute cost by 40% since 2023 while usage grew, keep AI spend in check and lead contract negotiations with AWS and other vendors.

Developer experience

Made the right way the easy way: one internal CLI, ready-made dev environments that cut setup time by 90%, single sign-on everywhere and permissions requested through a reviewed pull request, not a ticket.

Cloud platform

Moved the platform behind 10,000+ customer systems from EC2 to Kubernetes, across multiple clusters, availability zones and regions, with GitOps and an observability stack we own end to end. Releases roll out in rings that stop automatically on error spikes; my teams also run on-call, incident response and disaster recovery.

AI

Lead the AI team and the company's AI strategy: deterministic first, AI only where it earns its place on cost, speed and debuggability. Rolled out AI coding agents company-wide, used daily by 93% of engineers over three months, plus a support chatbot on AWS Bedrock and living architecture docs generated from recorded engineering sessions.

Experience

Dec 2020 – present

PlentyONE GmbH · formerly plentysystems AG

Head of Engineering, Cloud Platform & AI Jul 2022 – present

Five teams, 30 people at peak, in several countries: tech lead managers, SREs, engineers and data analysts · reporting to the CTO

- Shipped the marketplace integration platform and the public Partner API in four months with a team of eight: consistent logic and UI across marketplaces for customers, one front door for partners.
- Represented engineering in the technical due diligence for the investment from private equity firm PSG, taking the investors through architecture, security, cost and delivery.
- Own the company-wide cloud budget and my area's people budget; cut monthly compute cost by 40% since 2023 while usage grew and lead vendor negotiations.
- Moved the company to cloud-native infrastructure with ring-based progressive delivery and feature flags; product teams self-serve compliant AWS resources via Kubernetes and Terraform.
- Own security and compliance with my teams: SOC 2, TÜV and Amazon audits, single sign-on and access management, penetration testing, vulnerability management and security training.
- Hired 20+ engineers and grew five of them into leadership roles.
- Led a restructuring that reduced headcount: decided with the leadership team where to cut and kept ownership and delivery clear.

Director of Operations Dec 2020 – Oct 2022

Organisational development across product, engineering and support · reporting to the CEO, working closely with HR and the executive team. From Jul 2022 alongside Head of Engineering, handing areas over to new leaders

- Co-designed the 200+ person product and engineering organisation with the founder, including the 2022 reorganisation that gave a flat organisation its first management structure.
- Designed, rolled out and measured a new support process that made response and resolution 3× faster; analysed support load by product area to show where the product hurt customers most.
- Introduced user activity tracking, so product decisions were based on real usage.
- Built developer tooling that cut setup time by 90%.
- Built the career framework and performance management with HR and the executive team.
- Moved product and engineering to DevOps processes; introduced a company-wide knowledge base and a new onboarding experience.

Mar 2019 – Dec 2020

Microsoft

Premier Field Engineer for Developers Mar 2019 – Dec 2020

Hands-on technical consultant embedded with customer engineering teams

- New customers and new problems every week, often on site with one day to understand the problem and find a solution. Rated above expectations and promoted within my first 12 months, in a team of 50.
- Advised development teams on C#/.NET Core, DevOps/ALM, Kubernetes and SQL Server, on-premises and in Azure.
- Led cloud migrations from on-premises and AWS to Azure.
- Delivered technical workshops and training for customer engineering teams.
- Received the Microsoft Services #BetterTogether Award (2020), given to teams whose work turned business priorities into customer outcomes.

Mar 2012 – Feb 2019

RECOM GmbH · now Thieme RECOM

Lead Software Engineer Mar 2012 – Feb 2019

Software Engineer → Lead Software Engineer, team lead from 2016

- Built digital nursing documentation for hospitals and care facilities in German-speaking countries, based on the ENP nursing terminology and integrated with hospital information systems.
- Led a team of software engineers from 2016, owning architecture, mentoring and internal frameworks.
- Moved the organisation to agile practices with continuous integration and deployment.
- Modernised 25-year-old legacy code; built REST, SOAP and HL7 interfaces to hospital systems; tuned .NET and SQL Server performance.

2005 – 2011

Early career

Internships, apprenticeship & military service 2005 – 2011

- Intern at Microsoft (Cloud Computing, Aachen), military service in the navy (commendation for outstanding performance), IT apprenticeship and system administration at a bank.

EDUCATION

M.A. Multidimensional Organisational Development

University of Kassel · 2015 – 2018

B.Sc. Applied Computer Science (Software Engineering)

HTWG Konstanz · 2011 – 2014

Open source

424 commits merged into 33 open-source projects since 2014

CONTRIBUTED TO

CREATED

pod-pacemaker ↗ Go

Kubernetes operator that controls the rate at which pods start on a node.

aws-auth-jwt ↗ Go

Authenticate via an IAM role and get a signed JWT for authorisation.

TALKS

Observability first: plentysystems' cloud native journey

AWS Summit Berlin, May 2024, with Klaus Kurz (New Relic): modernising the infrastructure behind a cloud-native commerce platform, putting data in the hands of every decision-maker and making the cultural change stick.

#NoEstimates ↗

Why estimating less can help teams deliver more predictably. Slides (PDF)

Azure Pipelines from zero ↗

Live demo of a basic CI pipeline at Webmontag Kassel. Demo code