

SHIRA HADDAD

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A Senior engineering leader with expertise in driving technical innovation, scaling engineering teams, and leading transitions to SaaS and cloud-native architectures. Proven track record of enhancing system reliability and introducing security-compliant practices (SOC2, HIPAA). Passionate about enabling business objectives through engineering excellence and cross-functional collaboration.

FRACTIONAL VPE, ENGINEERING COACH INDEPENDENT, ELEVATE(HER).TECH

Jan 2025 – Current

- Served as a Fractional VPE at Dyad and advised on engineering best practices, including adoption of AI-assisted workflows, crafting and standardizing agile processes, and defining coding / architecture guidelines.
- Worked with senior leadership counterparts (product, exec) to define technical roadmap, prioritize engineering investments, and align delivery cadence with business objectives.
- Conducted regular coaching and mentorship sessions with engineering managers and tech leads: topics included leadership skills, career progression, team structuring, performance feedback, and managing distributed teams.

SENIOR DIRECTOR OF ENGINEERING NURSA

Sep 2023 – Nov 2024

Nursa is a healthcare staffing platform that improves patient care by connecting nurses seeking flexible work with facilities in need.

RESPONSIBILITIES

- Oversee a team of 21 individuals, spanning 4 product engineering teams.
- Drive technical leadership of the Facilities product pillar by creating and following a technical roadmap, and working closely with the product counterpart to deliver on business goals.
- Lead cross-org technical initiatives such as architecture overviews, incident management, cross-org quality and more.
- Manage a globally distributed team across EU, US, and South America regions.
- Technologies: Typescript, Angular, GCP, Postgres

IMPACT

- Played a key role in the implementation of new procedures such as incident management, frontend guild, bug bashing, roles and responsibilities mapping. All of those enhanced team efficiency, throughput and collaboration.
- Orchestrated the transition to a hybrid architecture, combining monolithic and microservices deployment strategies, resulting in improved scalability and performance for our systems.
- Championed the adoption of Open Telemetry in our backend infrastructure, significantly enhancing issue tracing and troubleshooting capabilities. Also led the addition of Datadog RUM and custom logging to the frontend - leading to the resolution of a few high profile production issues.
- Created a career ladder for test engineers within the organization, offering clear paths for professional growth and advancement, empowering team members to reach their full potential while delivering on business goals.
- Rolled out a formal ADR (Architecture Decision Records) process which proved itself to shorten the planning and design times for teams, especially the more geo-distributed ones.
- Delivered impactful product features that directly moved Nursa's core metrics.

VP OF ENGINEERING AND PRODUCT CAREACADEMY

Oct 2021 – Oct 2022

CareAcademy provides the best platform for the discovery, onboarding, equipping, management, retention, and assurance of health care professionals and family caregivers to effectively help those who need them.

RESPONSIBILITIES

- Serve as an Executive team member, overseeing the Engineering and Product teams.
- Drive technical leadership by architecting system design, solutions and decisions making on the technical roadmap.
- Technologies: Heroku, AWS, Ruby on Rails, Vue, Postgres

IMPACT

- More than doubled the team size, from 5 to 12 in less than a year.
- Led several initiatives around Internal Tools, E-Commerce, PLG, Analytics Dashboard, Pricing/Packaging and more.

- Started a cross-functional effort to be compliant with SOC2 and HIPAA.
- Established a coherent product vision, building from it different strategy and roadmap artifacts.
- Collaborated with all departments in defining interfaces, removing roadblocks and creating innovation opportunities.
- Helped the company to secure a 20M funding round with Goldman Sachs.

VP/DIRECTOR OF ENGINEERING

KYRUUS

Mar 2020 – Aug 2021

Kyruus is the industry leader in provider search, scheduling, and provider data management solutions for health systems, dedicated to its mission to make healthcare work better for everyone by connecting people to the care they need.

RESPONSIBILITIES

- Own the technical strategy, architecture, vision and execution for the Provider Match Applications in Kyruus.
- Serve as a stakeholder for the different API and backend initiatives.
- Manage off-shore resources and relevant infrastructure while maintaining compliance concerns.
- Oversee multiple engineering teams - including frontend, backend, Platform, Search and API.
- *Technologies: AWS, Python, Lambda, MySQL, React*

IMPACT

- Initiated an engineering-wide Quality Initiative and sponsored a Tester's guild.
- Hired and onboarded multiple team members who evolved to being impactful and collaborative.
- Delivered features and capabilities that delight our customers and their users.
- Collaborated with Product on ROI and metrics around development, driving critical decisions around products.
- Was promoted to oversee the whole Engineering Department for the Health Systems Business Unit (75+).

HEAD OF ENGINEERING

VESON NAUTICAL

Feb 2017 – Jan 2020

Jan 2011 – Jan 2020

Veson Nautical is the leading provider of commercial maritime software, used for risk management and record tracking across the biggest ship owners and commodity traders in the world.

RESPONSIBILITIES

- Own the Technical Roadmap and drive its prioritization and execution based on business priorities.
- Collaborate with Product management on strategy, planning, process optimization and resource allocation.
- Oversee project execution and program management; understand technical details of datastores, modeling, architecture, cloud infrastructure, reporting systems, and web/mobile systems.
- Lead long-term strategy for the Engineering department, including vision, resource management, processes and initiatives.
- Represent a technical oversight to sales and services teams upon new deals and upsells.
- Manage cross-functional meetings and initiatives with other members of the Senior Leadership Team.
- Lead offshoring initiatives, including vendor vetting, negotiation, spec writing and project management.
- *Technologies: AWS, C#, MS SQL, React*

IMPACT

- Spearheaded a transition from an Enterprise product to a SaaS product. Increased product appeal and helped to shift to a recurring revenue model. The company increased its annual revenue from \$12M to \$30M in less than 5 years.
- Transitioned the engineering organization from Waterfall to Scrum, and then to Kanban methodologies and thus improving the delivery process significantly and with more transparency across the organization.
- Led CI/CD methodology adoption, allowing the team to respond quickly while maintaining high code quality.
- Established strong and effective collaboration with other business units (Sales, Professional Services, Tech Solutions and Account Management) that helped us work towards the same goals: client satisfaction and increased efficiency.
- Helped guide the SOC2 type II compliance process. Facilitated and owned a new Change Control Procedure.
- Kicked off and managed two offshoring initiatives (Ukraine and Vietnam), both significantly reduced tech debt.

QA MANAGER

Jan 2015 – Jan 2017

Jan 2011 – Jan 2020

RESPONSIBILITIES

- Defined team vision and goals.
- Oversaw recruitment, team building, training and mentoring.
- Managed a diverse team of 8 test engineers (automated and manual). Delivered a production-ready automation framework.

IMPACT

- Led the implementation and delivery of an up-to-date automation framework that supported daily releases.

- Guided the team in a challenging transition to a web product that required a completely different testing approach.
- Reduced regressions by 5% using constant feedback and analysis.
- Drove quality practices across the organization, in collaboration with the Development and Services teams.
- Recommended and implemented internal tools for QA, Development and Services.

QA ENGINEER AND PROGRAM ANALYST

Jan 2011 – Dec 2014

Jan 2011 – Jan 2020

RESPONSIBILITIES

- Implemented testing-related algorithms using Python, VBScript, and Excel.
- Started as a QA Engineer and was promoted to Program Analyst
- Owned requirements analysis, design and implementation, and served as a Product Owner for Agile teams.
- Extrapolated test plans and scenarios from new feature implementation, minimizing regression risks.

IMPACT

- Successfully delivered high-profile large projects: bunker management, reporting and financials.
- Led weekly QA Collaboration meetings in which deep training was done within the team and for other departments.

QA AND SUPPORT MANAGER

Jan 2007 – Dec 2010

TZUNAMI

Tzunami is a leading provider of SharePoint Data Migration solutions, offering migration from various ECM systems to SharePoint, both on the Cloud and On-Premise.

RESPONSIBILITIES

- Managed the QA teams in both Israel and Nepal with focus on building a test plan framework as well as documented sanity/regression tests.
- Managed the Support team by offering guidance and feedback.

IMPACT

- Contributed to design sessions, helping the team complete enhancements accurately and on time.

TESTING ENGINEER

Jan 2006 – Dec 2007

TACT

Developed and maintained VBScript code in QTP.

EDUCATION: B.SC IN MATHEMATICS

Oct 2000 – Jun 2003

JERUSALEM, ISRAEL, THE HEBREW UNIVERSITY