Garrett Scott

Director of Engineering | Technical Strategy | Organizational Leadership

⊙ Scottsdale, AZ | ✉ garrett.a.scott@gmail.com | ⟋ https://whois.garrettscott.net

Profiles

in garrettascott

⬡ perkyguy

Summary

Strategic engineering leader with 10+ years of experience scaling high-performing teams, defining org structures, and delivering cross-functional initiatives with executive visibility. Expert in aligning engineering execution with business outcomes, improving product-market fit, and mentoring emerging leaders. Proven ability to drive innovation through organizational clarity, customer-first thinking, and data-informed decision-making.

Experience

onX Maps   April 2023 - Present
Senior Engineering Manager   Remote

- Led "Hunt Evolution," a strategic redefinition of onX's flagship product vision. Partnered with user research, product, design, and executives to align the org around unmet customer needs, reshaping prioritization across multiple teams.
- Spearheaded roadmap pivot for the Backcountry app, shifting from scattered seasonal bets to a focused persona strategy. Resulted in improved PMF and measurable KPI uplift.
- Pioneered a company-wide innovation model: facilitated hackathons focused on "controlling our own destiny" by reducing vertical dependency on platform teams. 5 out of 7 ideas were shipped to production, including the company's first AI tool.
- Prevented a customer-impacting auth system outage by enforcing a gated rollout and initiating a rollback when crash rates spiked—a decision that preserved customer trust and enabled root-cause fixes.
- Turned around a disengaged product team by redefining their focus around a unified customer problem. Improved morale, standup participation, and team cohesion.
- Co-created new engineering leveling expectations with the CTO and Senior Director to distinguish product vs. platform responsibilities and define role-specific growth paths.
- Formed and launched a SWAT-style team to tackle high-priority business objectives across verticals. Collaborated with executives to define charter, mission, and engagement model. Built the team, delivered the first successful project for Backcountry revenue goals, and transitioned long-term ownership to a Director.
- Partnered with PM to create a dual-reporting strategy to measure outcomes from a strategic Backcountry initiative. Produced tailored reports for engineering (detailed, technical) and executives (outcome-focused) to track leading indicators tied to business KPIs.
- Working with the Content Platform team on incorporating device-level diagnostics (thermal, battery, memory) into app lifecycle analytics, paired with user gestures and Amplitude events to better understand field usage and improve app performance.
- Supporting the Consolidated Product Health and Performance Strategy by tracking cross-team diagnostics initiatives, enabling visibility into performance blind spots and aligning cross-org accountability to customer experience.
- Advocated for decoupling observability from team ownership by anchoring metrics in the customer journey rather than technical domains.

Amazon (AWS)   May 2022 - April 2023
Software Development Manager   Remote

- Managed a team of 9 engineers focused on UI and mid-tier APIs; established a year-long roadmap aligned with customer needs and business priorities.
- Implemented agile best practices, reduced delivery risk, and mentored team members, successfully promoting an IC to management track.
- Balanced technical depth with cross-functional planning to ensure consistent alignment with customer needs and organizational goals.

Spotify   October 2021 - May 2022
Software Development Manager   Remote

- Led a team focused on internal Salesforce platform enhancements for global ad sales operations, driving performance, stability, and delivery speed.
- Partnered with product and operations teams to streamline intake and prioritization, improving stakeholder satisfaction and delivery throughput.
- Developed career plans and coached multiple team members toward senior engineering paths, supporting long-term talent retention.

iFIT Health and Fitness   January 2019 - October 2021
Senior Engineering Manager   Remote

- Held Director-equivalent responsibilities over the UI and product engineering organization, overseeing 13 engineering leads/managers and ~90 indirect reports across multiple customer-facing platforms.
- Championed a strategic content service initiative that automated the marketing team's manual campaign setup process. Reduced content curation from days to minutes, dramatically increasing marketing agility and content flexibility.
- Reorganized team structures to adapt to shifting product goals, maintaining morale and delivery consistency across seasonal product cycles.
- Promoted and mentored ICs into technical and managerial leadership roles. Coached engineers through strategic ambiguity, stakeholder collaboration, and delivery planning.
- Represented engineering in executive planning and product strategy discussions, advocating for UI and UX innovation in alignment with business growth goals.
- Led backend development for the Live Workout feature, including scheduling, real-time streaming, engagement tooling, and video archiving for cross-platform (Xamarin) mobile apps.
- Oversaw Node.js-based full-stack architecture using React/Redux frontends. Implemented Git workflow standards (branching, PRs, reviews) that became the engineering baseline.

iFIT Health and Fitness   December 2017 - January 2019
Engineering Lead   Remote

- Managed multiple development teams building UI/UX and non-core APIs. Delivered enhancements across core user flows, improving usability and customer satisfaction.
- Led multiple successful launches and owned performance reviews and career progression across teams.

Microchip Technology   December 2014 - December 2017
Technical Marketing Engineer   Chandler, AZ

- Engineered third-party libraries for a code configuration tool, accelerating customer adoption and enhancing user experience.
- Designed and delivered interactive lab demonstrations, reference designs, and application notes to support low-volume customers, ensuring accessibility and ease of use.
- Collaborated closely with the sales team to gain insights into customer needs and develop tailored solutions to address those needs, driving customer satisfaction and retention.

Microchip Technology   June 2012 - December 2014
Product Engineer   Chandler, AZ

- Managed the entire product development lifecycle from design conception to manufacturing, ensuring seamless execution and timely delivery.
- Led a team of 3 junior engineers in the development of both hardware and software solutions, fostering innovation and collaboration across departments.
- Engineered a suite of custom statistical analysis tools, widely adopted by the division, to enhance efficiency and accuracy in data analysis.
- Enhanced the performance and scalability of the company's semiconductor devices through rigorous testing and analysis, optimizing product quality and reliability.

Education

Arizona State University   January 2017
Electrical Engineering - Control Systems   Master of Science

University of Arizona   May 2012
Electrical Engineering   Bachelor of Science

University of Arizona   May 2011
Computer Engineering   Bachelor of Science

Projects

Breast Cancer Detection   2013-12-10
Designed a machine learning system capable of detecting breast cancer in fine-needle aspiration data with 97.7% accuracy

Automated Breakfast   2016-05-13
Electrical and software lead for the development of a device capable of automatically cracking, mixing, cooking, and dispensing an egg to a user

Skills

Languages

TypeScript, JavaScript, React, Node.JS, Assembly, Perl, Python, Java, Labview, C++, C, Matlab, SQL, NoSQL, Java, R, Lua

Development Tools

AWS, Google Cloud, New Relic, MixPanel, Rapid7 Insight Ops, Looker, Jira, Confluence, Android, Google Data Studio, Microchip MPLab, Arduino, MS Visual Studio, MS SQL Server

Leadership

Engineering Management, Product Ownership, Project Management, Software Development Life Cycle (SDLC), Mentorship, Product Development, Agile Methodologies, Technical Writing, Full-Stack Development, Leadership, Organizational Design, Cross-Functional Leadership, Technical Strategy, Platform Engineering, Product-Market Fit, Incident Management, Career Development, Stakeholder Management, Agile Execution, OKRs, Engineering Roadmaps, Customer Focus, Talent Development, Innovation Enablement, Observability