SHANE WHITFIELD

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Meta Reality Labs ♦ Microsoft HoloLens ♦ Amazon/Twitch Prime Gaming

OVERVIEW

Seeking technical leadership roles working on transformative products that enable others to create positive global changes.

Built Optimized Development Teams & Platforms. Over 18 years of experience in engineering team leadership and customer advocacy. Bridge the gap between business and technical environments to build the right things efficiently as owner of hybrid product and engineering management roles.

Creating Environments that Foster Data-Driven Execution at High Velocity

♦ **Reduced Prime Gaming content ops by 66%, increased developer satisfaction by 30%, and founded strategy to increase developer funnel by 300%**; new measurable game developer-facing tooling, services, processes, and automation.

♦ **Increased the number of potential AR developers for Microsoft from thousands to millions with a developer platform and tool strategy** aimed at simplifying accessibility and lowering the knowledge bar.

♦ **Launched a new developer platform for Samsung,** with prototyping, in-experience iteration capabilities, and "Shell Customization" to eliminate the legal challenges to HoloLens' experience development while providing insight into developer needs.

Nurturing Talent into High-Performance, Autonomous Engineering Teams & Programs

♦ **Accelerated HoloLens' strategy by aligning the resources and expertise of 2 teams with business-critical needs.**
Formed, integrated, and chartered new teams and technology to leverage old charters and knowledge and help identify possible tech integrations for acceleration.

♦ **Seeded and managed a highly autonomous team that delivered 5th Cell's hyper-stable, rapidly expanding game engine and tools to support 3 game teams in under 1 year.** Refocused and reshaped the recruiting and hiring process and aligned deliverables to partner needs.

EXPERIENCE

Self-Employed ● Engineering / Product / Program Leadership   June 2023 – Present

Opted-in to self-employment to pressure test career and personal interests via entrepreneurship and consulting opportunities.

♦ **Conduit.gg** (Interim CPO/CTO, Advisor) - Founded product lines, from founder's data, which helps a growing underserved developer segment. Recruited engineering, designed & set up operational mechanics, defined product & technical roadmaps, and drove Product Market Fit efforts. Resulted in 4 successful dev partnerships, 15 devs waitlisted, and clear product messaging for investors.

♦ **EndeavorOne** (Product & Engineer Consultant) - Mentoring CTO to improve engineering voice and drive engineering improvements. Advising on Mixed Reality experiences.

♦ **PieTrap Studios** (Leadership & Management Consultant) - Supporting CEO & CSO in management growth and mentoring internal engineering team.

♦ **Anchor Point Studios** (Leadership & Engineer Consultant) - Mentoring CTO on engineering management and processes.

Meta –Horizon Worlds ● Senior Manager, Technical Program Management   Nov. 2021 – June 2023

Recruited to improve technical execution by streamlining execution and processes for Horizon Worlds' communities' product lines. Assumed a de facto director-level role within 4 months and took over the responsibilities of 3 senior managers. Identified, tracked, and managed risks across Horizon Worlds (30+ teams). **Reported To:** SVP, Product, **Direct/Indirect Reports**: 10/15 (FTE & Contract Workers), **Ecosystem Partner Oversight**: ~450 engineers, 55 product managers, 1.5K+ contributors

♦ **Established Program & Product Frameworks** to Clarify Strategy & Mitigate Risk with Data-Driven Insights.

- ♦ **Fast-tracked organizational alignment with VP goals** by resolving VP-level prioritization conflicts. Created decision-making razors and data-driven execution frameworks to strengthen executive decision-making and close escalation gaps while optimizing execution speed and quality.

- ♦ **Achieved on-time event launches for priority initiatives like CONNECT '22** by bolstering project support resources. Leveraged contingent workers to bolster minimal TPM resources through innovative role restructuring.

- ♦ **Recruited and retained high-potential employees to Meta while reducing overall turnover despite significant TPM headwinds.** Aligned talent to internal opportunities for career advancement across the organization.

- ♦ **Fueled a high-performance, collaborative culture** through multidisciplinary talent management strategies.

- ♦ **Implemented, improved, and maintained cross-Meta solutions**—e.g., interview pipelines and privacy/legal reviews—as the founder and leader of multiple cross-disciplinary teams.

- ♦ **Reduced launch delays by addressing privacy and legal backlog.** Built, mentored, and guided v-teams to balance privacy/legal review requests and expedite problem resolutions.

Microsoft – HoloLens ● Principal Engineering Manager   May 2020 – Nov. 2021

Recruited to lead a 5-person senior team to build a HoloLens experience platform, resulting in a new developer platform that became a critical component of the new Samsung-HoloLens product. Managed developer experience relation and support for the developer platform that Samsung was required to use for Microsoft to build the new Samsung-Microsoft glasses. Spearheaded HoloLens' adoption into Metaverse element, which grew into multiple engineering teams. Devised new team charters to maximize working autonomy and identified additional product integration points. **Reported To:** Principal Engineering Manager, Direct/Indirect Reports: 9/18,

- ♦ **Capacitated the expansion of the developer base from a few thousand game developers (high-end graphic/simulation experts) to 10s of millions of web developers** with the launch of a new, simplified AR platform.

- ♦ **Unblocked Samsung-Microsoft partnership** by creating a new developer platform that protected the ownership, viewership, and access to critical code bases, enabling Samsung to customize HoloLens' OS experiences.

- ♦ **Drove platform adoption as the post-launch owner of the Samsung-Microsoft relationship for platform users.** Gathered feedback to prioritize feature development, adjust resources, and showcase results.

- ♦ **Overcame executive objections to actualizing the launch of new HoloLens developer platform.** Developed clear product, customer, technical, and integration roadmaps. Identified product integration points across Microsoft to help with Metaverse strategy.

Amazon Prime Gaming/Twitch Prime   Mar. 2017 – May 2020

Software Development Manager (Jun. 2019 – May 2020)

Appointed to stabilize Prime Gaming after its explosive growth by identifying and creating a developer experience product strategy. Drove the initial technical execution and supported the hiring and strategy of other developer experience teams for a 10M-member product. **Reported To:** Sr. Software Development Manager, **Direct/Indirect Reports:** 9 (TPMs, PMTs, Engineers, QAEs)

- ♦ **Streamlined Twitch Prime operations by 15% while driving stability and achieving high-availability services in 8 weeks.** Delivered a project to simplify partner integration through architecture improvements—e.g., less code, better structure, easier to maintain.

- ♦ **Created a multidisciplinary "tiger" team culture and development process that expanded career opportunities for team members,** instilled high standards and autonomy, and enabled the addition of 25+ resources.

- ♦ **Devised widening of Twitch Prime's content funnel, yielding a 300% increase in developers and slashing operational costs by 45%.** Devised and secured buy-in to the 2-year multiphase developer tool creation strategy—e.g., self-service web tools, publishing pipelines, and B2B integrations-- to enable more game developers to access and successfully develop content for the platform.

Manager, Content Operations Program Management (Jan. 2019 – Jun. 2019)

Originated, hired, and developed an autonomous team of 5 program managers that doubled launch capacity while ensuring the highest quality standards. Reviewed, prepared, and commented on elements of weekly P&L statements with the director. **Reported To**: BizTech Leader, **Direct/Indirect Reports:** 5/7

- ♦ **Reduced operational efforts by 25%** by creating operational practices and team mechanisms to execute high-impact,

high-risk launches (Nintendo, Riot, etc.). Used low-risk launches as mentorship opportunities.

♦ **Managed the team responsible for 2/3 of Prime Day events and millions per month of content money.**

Senior Technical Product Manager (Jan. 2018 – Jan. 2019)

Promoted for product strategy capabilities to identify, secure large-scale buy-in, and execute new programs (systems and operations). Worked with an initial pool of 50+ game developers—e.g., Blizzard, Riot, and DoubleFine—to monitor and tweak programs, processes, and tools. **Reported To:** Senior Manager, Product

♦ **Launched initial developer portal and seed of a new developer experience organization as the creator of the full 2–3-year product/program strategy.** Secured stakeholder buy-in and led a small team through the complete execution.

♦ **Increased accessibility while reducing workload for Twitch Prime's game developer partners on both Amazon and the partner's side.** Created tools and design programs from operational, customer, and partnership data.

Senior Technical Program Manager (Mar. 2017 – Jan. 2018)

Collaborated with the Product Manager to launch new content programs for Twitch Prime members. Worked with 22 developers (Blizzard, Bethesda, EA, 2K) to onboard, drive, and launch content. Led multiple teams—e.g., legal, finance, engineering, UX, and business development—to mitigate risk and execute launch day protocols. Introduced Jira and designed integrated operational processes, practice improvements, and execution roadmaps to facilitate team visibility and autonomy. **Reported To:** Director, **Direct/Indirect Reports:** 2/0

♦ **Increased content output by 40% and single-handedly executed 25 small launches in short deadlines with only 2 delays.** Founded new processes and quality standards in the "Wild West," overcoming "inevitable delays" and establishing standards to create consistency of quality.

NC2 Media ● Studio Head/Technical Director   Jul. 2015 – Mar. 2017

Set the technical direction for satellite offices to support an advertising-supported, multi-application game venture. Used Agile methodology to scale development while maintaining quality. **Reported To:** General Manager, **Direct/Indirect Reports:** 9 (Engineers, Art, Design, QA, Production, Tech Art)

♦ **Uncovered business needs and handpicked the collaborative, cross-functional team** of engineers, artists, and designers to provide backend support and application platform/mobile game development**.**

♦ **Championed completion of 7 mobile games in 10 months and a shippable, third-party-supported platform.**

PREVIOUS ROLES

5th Cell Media ● Lead Engineer	2010 – 2015
Snowblind Studios ● Gameplay Engineer	2009 – 2010
Loose Cannon Studios ● Gameplay/Tools Engineer	2007 – 2009
Sony Online Entertainment ● Software Engineer	2005 – 2007
Monolith Productions ● Software Engineer	2003 – 2005

SKILLS PROFILE

Technologies:	Augmented Reality (AR) ♦ Virtual Reality (VR) ♦ Mixed Reality (XR) ♦ 2D & 3D Engines & Tools
Strategic Leadership:	Product Strategy ♦ Securing Executive Buy-In ♦ Building High-Performance Engineering Programs & Teams ♦ Stakeholder Engagement ♦ Presentations ♦ Partner Management ♦ Negotiation
Development:	Process Optimization ♦ Decision Frameworks ♦ Game Development ♦ Game Engines ♦ Platform Design & Development ♦ Developer Tool Creation ♦ Training ♦ Founding Highly Iterative Environments ♦ Agile Methodologies ♦ SDLC ♦ User Experience Iteration ♦
People Management:	Cross-Functional Leadership ♦ Trusted Coach & Mentor ♦ Career Path Planning ♦ Recruitment ♦ Succession Planning ♦ Talent Pipelines

CREDENTIALS

Bachelor of Science in Computer Science
(Real-Time Interactive Simulation)
DigiPen Institute of Technology, Redmond, WA

Kanban & Scrum Training
Amazon

SLII Leadership Training
Microsoft

"Shane is an excellent leader and partner. During... our working together, we were jointly responsible for many projects, and I saw him seek feedback from his team regularly to form his approach.

He formed a solid backbone to our engineering leadership team that we built much of our technical success upon. He's personable, kind, and honest.

I'm a better developer because of the work I did with Shane, and I know that he will have that effect on many more people to come."

Caleb Arseneaux – Executive Producer, Bungie