



Milo Maneo

Profile

I am a seasoned leader with 26 years of experience building and scaling digital platforms across e-commerce and SaaS.

I have led engineering organizations of 150-350 people across multiple countries, driven platform modernization programs from legacy systems to cloud-native architectures, and embedded Agile and DevOps cultures across large distributed teams and now looking at how AI is reshaping the Software Development Lifecycle. I combine a strong technical background with a business-oriented mindset, always connecting engineering decisions to measurable outcomes. I am recognized as a driving force for change and a servant leader who builds high-performing teams.

Experience

VP E-COMMERCE @ DECATHLON - AMSTERDAM, NL

NOV 2023 - PRESENT

- **Global E-commerce Leadership:** Leading the rollout of a centralized, in-house eCommerce platform, successfully replacing legacy systems to support 50+ consumer-facing markets.
- **Strategic Transformation:** Defined and executed a 3-year engineering vision focused on 5 pillars: Data-informed decisions, Secure/Scalable software, Standardization, AI & Innovation, and People
- **Online Business Growth:** Achieved +20% GMV growth by streamlining the overall customer experience and increasing platform availability (from 98.2% to 99.95%).
- **Data-driven experimentation culture:** Embedded a customer mindset, utilizing A/B testing, research and analytics to inform product strategy and architectural decisions.
- **Financial Stewardship:** Managed the annual budget across personnel, global infrastructure, and licensing.
- **Industry Advocacy & Thought Leadership:** Represent the organization within the UK Retail Innovation Council for E-commerce, contributing to the evolution of global retail standards.
- **AI integration:** Started the integration of AI across the customer experience (search, content, recommendations) and internal dev-cycles (augmented dev, spec-driven development, AIOps).

HEAD OF ENGINEERING @ SAP - AMSTERDAM, NL**OCT 2021 - OCT 2023**

Led the technical strategy and engineering delivery for SAP Commerce Cloud, a SaaS platform powering brands such as Apple, Samsung, Levi's and Philips. Managing multiple cross-functional teams across Germany, UK, Poland, USA and Canada.

- Unified a large distributed engineering organization across 5 countries, establishing shared standards, culture and ways of working.
- Led the migration of SAP Commerce Cloud from on-premises infrastructure to Microsoft Azure, coordinating across multiple teams while keeping the platform running for enterprise clients.
- Worked cross-functionally with Product and commercial teams to align the engineering roadmap to client business objectives.

DIRECTOR SOFTWARE DEVELOPMENT (PRICING AND GENIUS) @ BOOKING.COM - AMSTERDAM, NL**OCT 2018 - SEP 2021**

Led a cross-functional department of 150+ people responsible for Booking.com's global pricing engine and Genius loyalty program. One of the largest and most visited travel platforms in the world.

- Managed delivery of complex systems at global scale, balancing speed of experimentation with platform reliability.
- Expanded the Genius loyalty program from 1 to 3 membership tiers with Machine Learning driven personalized pricing, growing one of Booking.com's most strategic customer retention products.
- Built strong working relationships across product, commercial, and data science teams in a fast-moving, highly international environment.

SENIOR DIRECTOR E-COMMERCE @ADIDAS - NÜRNBERG, DE**NOV 2015 - SEP 2018**

Led the engineering of adidas.com and reebok.com with a team of 200 engineers, driving digital transformation and Agile adoption across a global organization.

- Acted as the IT counterpart for adidas's broader digital transformation program, bridging engineering and business strategy.
- Drove the Agile transformation across engineering, changing how teams worked, planned, and delivered.

HEAD OF SHOPPING EXPERIENCE @ YOOX GROUP - BOLOGNA, IT**OCT 2012 - OCT 2015**

Reporting to the COO, enhanced the shopping experience across luxury e-commerce platforms (balenciaga.com, bottegaveneta.com, ysl.com).
Led 7 dedicated product teams, managed the product roadmap and delivered customer-facing features including social integrations.

FRONTEND TEAM LEADER @ YOOX GROUP - BOLOGNA, IT

NOV 2010 - SEP 2012

Led front-end development for dsquared2.com, marni.com and valentino.com.
Won the 2012 WebAward for shooscribe.com and thecorner.com in the fashion and shopping categories.

WEB ARCHITECT @ IL SOLE 24 ORE BUSINESS MEDIA - BOLOGNA, IT

SEP 2007 - NOV 2010

Responsible for the architectural design and development of digital platforms for one of Italy's leading financial media groups.

Education

Executive MBA - Quantic School of Business and Technology (2022)
Bachelor's Degree in Physics (1999)

Skills

Building organizations from scratch • Community and ecosystem development • Stakeholder and partner management • P&L and business operations • Physical space design and workplace strategy • Public speaking and external representation • Talent development and servant leadership • Engineering leadership at scale • Agile and DevOps transformation • Cloud-native platforms (GCP, Azure)

Languages

Italian: Native
English: Full professional proficiency