Setu Garg

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PROFESSIONAL SUMMARY

Retail technology leader with 21 years in software engineering, including ~8.5 years at Director level and 10+ years leading managers and globally distributed teams. Currently lead a 20+ engineer organization on **Walmart Marketplace**, including setting up a **forward-deployed engineering** team and building agentic **AI** integrations at Walmart scale. Previously ran the **balsamhill.com** ecommerce platform end to end through exponential holiday peaks, and spent a decade delivering ecommerce, inventory, and B2B purchasing platforms for **major US retailers and distributors**. Lead with operational discipline (SLAs, incident management, CI/CD) and build teams people want to stay on.

PROFESSIONAL EXPERIENCE

Senior Manager of Engineering, Walmart Marketplace - Sep 2025 - Present

- Lead 20+ engineers, tech leads, and architects owning the **Savings & Incentives** platform end to end: offers, promotions, and seller incentives flowing through Marketplace checkout at Walmart scale, in partnership with marketplace, merchandising, and payments teams.
- Built a **forward-deployed engineering** culture where engineers work directly with business partners and prototype instead of mocking up. For example, the team turned a business conversation into a production seller-segmentation portal, **prototyped and built with AI tools** and shipped without a product manager. Sellers are now grouped with reusable tags that incentive rules reference, instead of seller IDs hardcoded into each rule, which **cut configuration errors and risk**.
- Bring **AI** into the product: integrations with Marty, Walmart's seller-facing AI agent, so sellers can find, enroll in, and track incentive programs in Seller Center; and with Squiggly, the associate-facing agent for internal tools.
- Guard peak-event performance of mission-critical transaction systems with SLOs, observability, CI/CD, and automated testing across cloud-native microservices.
- Own hiring, reviews, compensation, and career growth: three promotions and one PIP managed in year one.

Balsam Brands - Jun 2023 - Jul 2025

Director of Engineering (Jun 2024 - Jul 2025) | Senior Engineering Manager (Jun 2023 - Jun 2024)

- Led 30+ engineers and 3 engineering managers across 4 pods owning the **balsamhill.com** ecommerce platform end to end: headless ecommerce with CMS, payments, PIM, and 20-25 integrations (Mulesoft, AWS SQS, Feedonomics), built for exponential holiday traffic.
- Ran peak-season readiness and operations with primary/secondary ownership for every component and integration: 17% faster service restoration.
- Modernized ecommerce delivery with trunk-based development, Statsig feature flags, CI/CD, and automated testing: 2x deployment frequency, 25% lower change-failure rate, 50% lower cloud cost, 50% faster cycle time, and 30% shorter lead time.
- Led the CMS migration to Contentstack and its integration with the ecommerce platform, marketing systems, and Riversand PIM.
- Served on the COO's **Generative AI council**: set adoption strategy and brought Copilot, GPTs, and Slack AI into engineering workflows.
- Reported to executive leadership via QBRs and town halls; moved a 30-person team to Spotify-style pods (25% boost in engagement); grew 2 ICs into EMs.

Merkle, Inc. - Dec 2014 - Jun 2023

Director of Engineering (2018 - 2023) | Delivery Manager (2016 - 2018) | Solution Architect (2014 - 2016)

- Led a global organization of 35+ engineers and managers across the US, Mexico, the Philippines, and India, achieving 90% retention.
- Owned cloud-based ecommerce platform strategy and delivery for **large US retail clients**: marketplace middleware for **Saks** (Mirakl to Salesforce Commerce Cloud on AWS MSK, Lambda, DynamoDB); B2B replatform for **Simpson Strong-Tie** (contract pricing, inventory, invoicing, approvals, punchout); B2B2C migration for a children's school-supply organization.
- Built repeatable estimation and governance processes, reducing project overages by 20%.

Technical Lead, SkillNet Inc. - Sep 2010 - Oct 2014

- Technical lead and architect on ecommerce replatforms for US retailers and distributors: **West Marine** and Port Supply (B2C and B2B), **UniFirst** (B2B punchout), **Crescent Electric Supply** & **Grainger.**

Senior Full Stack Engineer, Oracle - Aug 2009 - Sep 2010

- Developed the Oracle SaaS Utilities Framework version 4.0.x.

Full Stack Engineer, Sapient - Feb 2006 - Aug 2009

- Developed B2B and B2C ecommerce applications on IBM WebSphere Commerce, including **Staples** Canada's B2B site.

EDUCATION

JIIT - Bachelor of Technology, Computer Science | Stanford GSB - Coaching Skills for Effective Leadership | Google Data Analysis Career Certificate

SKILLS

Retail & Ecommerce Technology Strategy | Multi-year Roadmaps & ROI Prioritization | Large-scale Replatforms | SLAs, Incident Management & RCA | SDLC, DevOps & Agile Delivery | Enterprise Integrations & Middleware | AI / Agentic Integrations | AWS | Microservices & REST APIs | SLOs / Observability | Budget & Capacity Planning | Global Distributed Teams