

Kore Nordmann



Personal Details

Name

Kore Nordmann

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58135 Hagen

Contact

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Born

15. Apr 1981, male, in Germany

Marital Status

Married, 1 kid

URLs

kore-nordmann.de/
www.linkedin.com/in/koredn/
chaos.social/@kore
github.com/kore

Special Interests

Fighting the climate emergency

Advance learning and teaching
in cooperation with teachers

Connect people from different
backgrounds to reduce xenophobia,
sexism, transphobia, etc.

Seasoned technology leader with 20+ years of experience driving product innovation and technical excellence. Proven track record of scaling engineering teams, architecting cloud-native solutions, and delivering multi-million ARR growth through strategic product development. Excel at balancing stakeholder needs while building sustainable technology ecosystems. Architected mission-critical commerce platforms processing €1B+ in annual revenue with >99.9% uptime, including flawless zero-downtime performance during peak Black Friday events generating 25x normal traffic volumes.

Core Competencies

Technical Leadership

Software Architecture
Cloud Infrastructure & Scaling
Technical Quality Assurance
Distributed Systems
DevOps & Infra Automation
Continuous Delivery Pipelines

Product Strategy

Product Vision & Roadmapping
Market Analysis & Positioning
User Experience Design
Stakeholder Management
Revenue Growth Strategies
Product-Market Fit Analysis

Team Building

Cross-functional Leadership
Talent Development
Cultural Transformation
C-level Communication
Board & Investor Communication
Remote-first Team Building

Work Experience

VP Engineering (& shareholder)

Nov 2021 - Dec 2024

commercetools GmbH, Munich (remote)

Led product development across emerging product lines for this enterprise B2B SaaS eCommerce platform, serving global clients including Lego, VW, Audi, Sephora, and ATM.

Key Achievements:

- Grew flagship product from €2M to €10M ARR (400% growth) in 3 years while successfully launching multiple new product lines
- Scaled product development organization from 40 to 70 engineers while maintaining high delivery velocity and code quality
- Implemented cross-functional collaboration model between engineering, product, and go-to-market teams that reduced time-to-market by 35%
- Established enterprise-grade SLAs and resilient architecture supporting mission-critical commerce operations
- Re-architected the platform to match the match the company patterns and changing market requirements
- >99.9% uptime and zero-downtime during Black Fridays even during high-growth and re-platforming

CTO & Founder

Nov 2017 - Nov 2021

Frontastic GmbH, Münster (remote)

Founded and built a pioneering eCommerce Frontend-as-a-Service platform, taking it from concept to successful acquisition by commercetools.

Key Achievements:

- Architected and developed the entire technology stack (backend, frontend, infrastructure) for a composable commerce platform
- Grew company to 70 employees and €2M ARR before successful exit
- Secured major enterprise clients including Apollo, Flaconi, and Green Thumb Industries, becoming mission-critical to their entire online revenue
- Represented technology as part of the executive team in all investment rounds, consistently receiving the most positive feedback from potential and actual investors
- Led technical due diligence during acquisition process, resulting in successful exit
- Balanced technical innovation with practical delivery, achieving product-market fit in an emerging category

Work Experience (continued)

CEO, Consultant & Founder

2010 - 2017

Qafoo GmbH, Dinslaken (remote)

Founded and led software quality consultancy working with enterprise clients across Europe.

Key Achievements:

- Established Qafoo as the premier authority on software quality in the PHP ecosystem
- Delivered high-impact training and consulting services to engineering teams at companies, like Toyota Information Systems, Spryker, Shopware, & United Domains
- Regularly spoke at international technology conferences, positioning the company as thought leaders
- Designed and implemented infrastructure automation solutions for high-traffic platforms
- Created repeatable methodologies for technical debt reduction and quality assurance that became industry standards

Investor & Developer

2015 - now

tideways GmbH, Bonn

Co-developed the first dedicated PHP application performance monitoring tool available as SaaS.

Key Achievements:

- Contributed to initial product architecture and development
- Helped establish sustainable business model achieving 10-25% YoY growth
- Supported transition to cash-flow positive operation by 2017
- Maintained strategic advisor role while focusing on primary ventures

Software Developer

2005 - 2010

ez Systems AS, Skien (Norway) (hybrid)

Starting with developing and leading projects on top of eZ Systems Open Source Content Management System I eventually worked for them as a developer on the Open Source PHP component library eZ Components, which was the first test-driven project in the PHP ecosystem and was eventually handed over to the Apache Software Foundation.

Leadership Philosophy

I build high-performing technical organizations through:

- **Technical Excellence** - Creating sustainable architectural patterns that balance innovation with maintainability
- **Product-Driven Development** - Ensuring engineering efforts directly contribute to user value and business outcomes
- **Strategic Empathy** - Balancing stakeholder needs while creating inclusive, innovative team cultures
- **Sustainable Growth** - Building scalable systems and organizations that thrive under pressure
- **Empowerment** - Creating autonomous teams with clear boundaries and shared purpose

Technologies

Designed cloud-native systems across major platforms (AWS/GCP/Azure) using event-driven microservices and API-first design principles. Implemented infrastructure-as-code and CI/CD pipelines while fostering agile methodologies and team topologies that optimize delivery flow.

Code in production:

PHP, JavaScript (Vanilla, (P)React, TypeScript, ...), Go, Ansible, Bash, Terraform, HTML, CSS, SASS, SVG

I also enjoyed or enjoy:

Rust, Java, Python, Perl, Ruby, C, C++, C#, Haskell, Lisp, Elixir, XSLT

Fond, but old, memories:

QBasic, Logo, Turbo Pascal, Asembler



#standingDesk #remoteWork #diy



#cooking #food



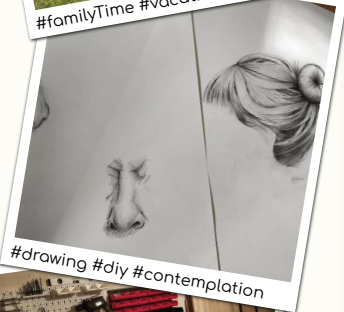
#travelling #enjoyYourLife



#kore #enjoyingOurGarden



#familyTime #vacation



#drawing #diy #contemplation



#building #diy #woodWork

Beliefs

I'm passionate about guiding teams through the complexities of **distributed architectures** with an empathic approach that creates lasting value. From deciding on service boundaries to managing dependencies and high-load operations, I help teams find **sustainable solutions** that balance product needs with technical excellence.

I have written code for 29 years, in many different languages, and still enjoy being able to craft things out of basically nothing. Being aware that our work is always built upon the work of others I believe in OpenSource and try to follow its principles. I prefer GPL over MIT. I don't think that creating code in a particular language has more "worth" more than code in another language. Selecting the right paradigm and virtual machine for a project is most important. I want to **craft solutions and create value and not argue about personal preferences**.

In my free time, I love to cook and am not too bad at it. Generally speaking: Everything I can do with my hands, like DIY in our house, showed to relax me and be a great counterpart to my daily work. Relaxing in our garden and just enjoying time with my wife and daughter are the luxuries I work for. Combine this with good food and you'll get a happy Kore.

I acknowledge my position of white male privilege and the responsibility that comes with it. As a feminist and ally, I **actively work to challenge systemic inequalities and support underrepresented communities**. Through personal experience with burnout, I've learned that effective advocacy requires healthy boundaries. I choose not to work with those who promote discriminatory ideologies in any form, focusing instead on creating positive change while preserving my mental resources..

Education

Studium Diplom Informatik (Master) 2004 - 2010

TU Dortmund, Dortmund

Ending my studies in 2010 with my diploma thesis on "Algorithmic learning of XMS Schema definitions from XML data" I studied while already working as a developer, writing books and articles, and speaking on conferences.

Studium Diplom Informatik (Master) 2001 - 2004

TU Clausthal, Clausthal-Zellerfeld

I completed my Vordiplom (Bachelor) at TU Clausthal in 2004.

Publications

2013

- Real-World Solutions for Developing High-Quality PHP Frameworks and Applications
- Softwarequalität in PHP-Projekten

2011

- Algorithmic learning of XML Schema definitions from XML data
- CouchDB Das Praxisbuch für Entwickler und Administratoren (Technical Review)

2009

- Standardization of Ontologies (paper)

2007

- eZ Components – Das Entwickler-Handbuch

2006

- Exploring PHP – Software-Entwicklung für Profis

A selection of conference talks: <https://kore-nordmann.de/talks/>