

# Alex Abraham

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## Overview

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Engineering Manager and former Senior Software Engineer with 2+ years leading a 13-person team building enterprise software for physical trading card production at Fanatics Collectibles. Proven people leader with experience designing operating models that distribute leadership, clarify ownership, and create growth paths for engineers as teams scale. Track record of cross-functional alignment across Product, Design, and Engineering, supported by a strong technical foundation with hands-on architecture and code review ownership. Forward-thinking about applied AI — actively identifying practical, high-leverage opportunities to deliver measurable business impact.

## Education

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### Georgia Tech, Online Masters in Computer Science

- M.S. Computer Science – December 2023 (Computing Systems)

### Yeshiva University, Yeshiva College, New York, NY

- B.A. Computer Science – May 2016; Gertrude Nissenbaum Memorial Award (CS)

## Leadership & Collaboration

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- People management: 13 direct reports; hiring & onboarding
- Cross-functional leadership: Product, Design, Brand, QC, Manufacturing
- Org design: operating models, ownership structures, on-call rotations
- Process: roadmap execution, SDLC, quality gates, incident response

## Technical Skills

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- Programming (Elixir, Python, Java, JavaScript)
- Data (Snowflake, MySQL, MongoDB)
- Cloud Infrastructure (AWS, GCP, Azure)
- Kafka, Apache Airflow, Kubernetes

## Experience

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### Engineering Manager – Card Innovation, Fanatics Collectibles, New York, NY June 2025 – Present

- Manage Card Innovation engineering (13 direct reports across FTEs and contractors); own Product Builder, Auto-Relic Assessments, and Roster — a connected set of apps that power core workflows in the New Card Factory ecosystem
- Designed and rolled out a new team operating model with distributed leadership and clearer ownership tiers, reducing decision-making bottlenecks and creating structured growth paths for engineers
- Restructured the team around durable functional ownership areas to align engineering accountability with the user problems each group is best positioned to solve
- Partnered with Product to shape a user-success model that brings engineers closer to user feedback while preserving deep technical ownership within the team
- Scaled team operating cadence (planning, design reviews, releases, incident response) to improve predictability and quality
- Drive upstream data quality to reduce subject list rework and proof review cycles, supporting on-time, high-quality card production

### Senior Software Engineer – Card Innovation, Fanatics Collectibles, New York, NY June 2023 – June 2025

- Led architecture and delivery of Product Builder, an internal platform for configuring physical trading card products
- Built connected data model and validation for SKU types, guarantees, sets/subsets, parallels, and subjects to prevent downstream proofing errors
- Integrated exports with downstream ops/manufacturing systems; partnered with Brand, QC, and Manufacturing to translate product rules into scalable software
- Built data pipelines to ingest player data across multiple licenses (MLB, NBA, NFL) to support subject list creation

### Data Engineer – Data Platform / DataOps, Vimeo, New York, NY June 2019 – June 2023

- Built Kafka-based ingestion and schema validation tooling
- Partnered with product/analytics teams to standardize event semantics, improve reliability, and meet SLAs

### Data Engineer, AllianceBernstein, New York, NY July 2016 – June 2019

- Created alternative data pipelines (web scraping, NLP) and dashboards for investment research