Randy Howard Stautzenbach Jr.

SENIOR PRODUCT ENGINEER · DESIGNER · FORMER STARTUP CTO

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Summary

Senior product engineer, designer and former startup CTO with 15+ years building e-commerce focused software: custom payment systems, financial recovery tools, analytics, and conversion and revenue optimization. Most recently developed Amazon vendor dispute tools that have recovered more than $12M and directly led to an acquisition. A decade in design means I care about how a product feels to use, not just that it works. Fully remote since 2018, including leading a team in the Netherlands across a 6-hour time difference.

Core skills

- **Back end:** PHP, Laravel, Livewire, CodeIgniter
- **Data:** MySQL, PostgreSQL, Redis
- **Front end:** JavaScript, TypeScript, React, jQuery, HTML, CSS, Tailwind, Bootstrap, responsive design, WordPress
- **Architecture & infrastructure:** REST APIs, system design, AWS, Docker
- **Testing & workflow:** PHPUnit, Pest, Git, Jira
- **AI:** Claude, GitHub Copilot, AI-assisted analysis of support case responses
- **Focus areas:** e-commerce and marketplaces, Amazon Vendor Central, sales funnels, checkout and payments, ad platform integrations, analytics and reporting, conversion optimization, technical leadership

Experience

ChannelEngine — Senior Software Engineer

Remote · 2024 – Present

Joined through ChannelEngine's acquisition of Retail Data Partners.

- Led the technical direction of the RDP platform's ground-up rebuild for a team in the Netherlands, working across a 6-hour time difference.
- Wrote the technical documents that became the team's tickets, and worked with each engineer to deliver them.
- Built the APIs that let the new system's front end run on the RDP back end during the migration, bridging the old and new platforms.
- Kept the legacy platform stable despite frequent, unannounced Vendor Central changes that broke its data scrapers.
- Used AI to analyze Amazon's replies to Vendor Central support cases and determine whether each dispute was approved.

Retail Data Partners — CTO & Co-owner (2023 – 2024) · Software Engineer (2022 – 2023)

Remote · Acquired by ChannelEngine in 2024

SaaS platform that helps businesses on Amazon Vendor Central manage operations and analytics.

- Promoted to CTO with an ownership stake, and set the strategy to build dispute tools.
- Built dispute tooling by reverse-engineering Amazon's Vendor Central, which has no API for disputes. To date, these tools have recovered **$12M+** for vendors.
- Built monitoring for a platform with daily production bugs and drove them to zero before the sale of the company.
- Built analytics reports that Vendor Central lacked. Created enhanced reporting that allowed users to overlay different metrics on a graph to expose correlations in data.

Metabolic Living — Senior Full Stack Developer

Remote · 2018 – 2022

Health and fitness company selling supplements and fitness programs online.

- Found and fixed a long-hidden checkout bug that had cost about **$1M in sales**.
- Maintained and created features for internal sales funnel builder platform.
- Integrated payment providers end to end.
- Maintained custom fraud prevention tools.
- Handled all split testing, ad integrations, and email marketing tracking in sales funnels.

Anthony Thomas Advertising — Lead Web Developer

2016 – 2018

- Built a Laravel tool for Symmons that turned a sales rep's product picks into a PDF presentation for their plumbing product lines.
- Developed a room configurator for Legrand's electrical outlets, switches, and other power control devices. It produced a product list that could be emailed, added directly to a cart on Legrand's public website, or saved as a PDF.
- Maintained marketing sites for Sherwin-Williams brands (Dupli-Color, Krylon) and other clients, primarily in WordPress.

VMV Management — CTO · Director of Optimization · Full Stack Developer

2011 – 2016 · Natural Health Supplements, FreeWebsite, Purely Hosting, Brain Host

- **CTO, Natural Health Supplements (2015 – 2016):** built and maintained high-volume sales funnels bringing in up to $300K per day.
- **Director of Optimization, FreeWebsite (2014 – 2015):** raised conversion rates and revenue by **40%** in one year through split testing.
- **Full Stack Developer (2011 – 2014):** built the Brain Host and Purely Hosting web hosting sites, FreeWebsite's jQuery-based website builder, and Natural Health Supplements' sales funnels.

Earlier career — Graphic Design & Art Direction

2004 – 2011

- **Managing Art Director, Whitemyer Advertising (2007 – 2011):** boutique ad agency handling clients including Wayne Dalton, Genie, JLG Industries, Gradall, the Seaman Corporation, and more.
- **Graphic Designer, Dove Enterprises (2005 – 2007):** designed over 1,500 jewel case inserts for a CD duplication company, created promotional items, handled all printing, and led a full company rebrand.
- **Graphic Designer, Diversa, Inc. (2004 – 2005):** concept-to-print design for marketing and advertising.

Education

Kent State University · Bachelor's degree, Visual Communication Design · 2004