

Overview

Senior Engineering Manager with a strong product mindset, leading customer-facing data platforms at scale. I turn strategy into execution across product experience, high-scale infrastructure, and applied AI, with a focus on customer insight, reliability, and business impact. I lead through engineering managers and partner closely with Product, Design, and senior leadership.

Focused on great UX and on building healthy, high-performing engineering organizations where people thrive and deliver exceptional work. Entrepreneur; creator of <https://criticalcss.com>.

Work experience

Jan 2025 - current. **Senior Engineering Manager**, Datadog. Remote, Sweden

Lead a substantial portfolio within Datadog Logs, spanning core customer-facing investigation experiences and the high-scale query infrastructure behind them. Manage through five Engineering Managers across five teams and ~35 engineers across frontend, backend, and applied AI.

- Set product and engineering direction for AI assisted log investigation, query performance, reliability, and cost-efficient access to high-volume log data.
- Drive organizational design and execution planning across my teams and the broader ~90-person Logs group.
- Delivered AI-powered log parsing and led development of Federated Logs, helping customers extract structure from raw logs, investigate data across Datadog and external storage, and move faster from query to insight.
- Partner with Product, Design, and senior engineering leadership to prioritize strategic bets and drive execution.

2022 - 2025. **Engineering Manager**, Datadog. Remote, Sweden

Led and scaled engineering for Datadog's Logs web product and associated APIs, growing from direct team leadership into a manager-of-managers role overseeing three teams, three Engineering Managers, and ~20 engineers.

- Hired, promoted, reorganized, and developed teams while maintaining delivery across globally distributed engineering groups.
- Delivered commercially significant products including Flex Logs and Log Workspaces, expanding how customers manage cost, retention, and investigation workflows for large-scale log data.
- Stewarded Sensitive Data Scanner and Audit Trail products to global availability, broadening Datadog's compliance and governance capabilities.

2019 -2022. **Software Engineering Manager**, Sonos. Paris, France

Managed the frontend engineering team in Sonos SVE, a product R&D division that launched Sonos Voice Control after Snips' acquisition by Sonos. Led people management, hiring, technical direction, and project execution for a product-focused engineering team.

2016 - 2019. **Frontend Engineering Manager**, Snips. Paris, France

Led the web engineering team at Snips, an AI voice assistant startup that grew from ~30 to ~80 employees before being acquired by Sonos. Built and scaled web products including Snips' voice assistant platform, which reached 40,000 users, and the company website, which reached 30,000 daily visitors. Expanded the team's ownership, introduced stronger engineering practices, and migrated the company website from WordPress to a React-based headless CMS architecture.

2014 - 2016. **Front end developer**, EqualMedia. London, UK

Built frontend systems for a startup social network platform. Introduced modern frontend tooling and performance practices including React with server-side rendering, Babel, icon sprites, and critical CSS.

2011 - 2014. **Front end developer**, FlamingText Pty. Brisbane, Australia.

Modernized the product's web experience with a mobile-first redesign, improving accessibility and contributing to increased traffic.

Education

2017-2020. French, levels A1 - C1.1. CMA, Paris, France.

2011 - 2012. **Msc of Interaction Design**. University of Queensland, Australia.

How to design, prototype, test and build functional, engaging and delightful user experiences.

2007 - 2010. **Bsc of Cognitive Science** University of Linkoping, Sweden.

Knowledge of how people think, and why. Interdisciplinary program in between fields of IT, psychology and linguistics.

Language skills

English - 5/5 (fluent)

Swedish - 5/5 (native)

French - 3/5