SARAH GRUNEISEN
Engineering Leadership • Scaling Teams, Leaders & Impact
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PROFILE

Senior engineering leader with 15+ years in engineering leadership and 20+ years in software engineering, specializing in scaling engineering leaders and teams across complex, product-driven organizations. Known for reducing complexity, strengthening leadership capability, and aligning engineering work with meaningful business value.

Experienced in leading leaders, shaping org-wide engineering practices, and guiding teams through growth, change, and increased responsibility while maintaining trust, clarity, and sustainable delivery. Author of The Leadership Leap, a leadership book on clarity, motivation, and lasting impact in engineering environments.

CORE STRENGTHS

• Leadership of leaders (engineering managers, senior engineers)
• Engineering excellence and Developer Experience
• Strategy-to-execution alignment
• Systems thinking and complexity reduction
• High-trust leadership: autonomy, clarity, accountability
• Coaching, facilitation, and leadership development at scale
• Agile leadership and organizational ways of working
• Cross-functional collaboration (engineering, product, business)

PROFESSIONAL EXPERIENCE

Senior Engineering Manager | Last Mile Solutions
Jul 2025 – Present

• Coach and support engineering managers and senior engineers across multiple teams and domains.
• Lead the FinOps team and the Customer Profiles team.
• Shape cross-team engineering standards and Developer Experience initiatives.
• Balance product alignment with platform and system health to ensure sustainable delivery.
• Maintain stakeholder alignment and trust in a complex, evolving environment.

Leadership Development & Engineering Leadership Practice | Avagasso
Jan 2022 – Present

• Found and lead a leadership development practice focused on scaling engineering leaders.
• Design and deliver leadership programs grounded in real-world engineering environments.
• Support leaders in building clarity, motivation, and sustainable impact across teams and organizations.

Senior Engineering Manager | Albert Heijn
Jun 2024 – Jun 2025

• Serve as Engineering Manager for Supply Chain Store Replenishment.
• Build high-trust team cultures focused on autonomy, clarity, and quality.
• Contribute to leadership development beyond the direct team through mentoring and community initiatives.

Director of Engineering | Novoda
Sep 2022 – Jun 2024

• Shape engineering strategy and org-wide engineering practices during periods of growth and change.
• Co-build career and performance frameworks to support leadership maturity and clarity.
• Strengthen alignment between engineering strategy and business outcomes.

Engineering Manager | bol.com
Jan 2021 – Aug 2022

• Drive engineering innovation, Agile transformation, and inclusion initiatives across multiple teams.
• Support teams in building autonomy, psychological safety, and sustainable delivery.

R&D Team Lead / Agile Coach | Onetrail
Jan 2019 – Dec 2020

• Lead R&D initiatives and modernize internal tools.
• Guide the organization through Agile transformation and cross-team collaboration.

Mission Critical Software Engineer | Schuberg Philis
Aug 2016 – Dec 2018

• Engineer automation frameworks for mission-critical environments.
• Contribute to internal engineering communities and knowledge sharing.

Senior Software Engineer | WoodWing Software
Oct 2015 – Jul 2016

• Deliver backend components for enterprise digital asset management systems.
• Collaborate closely with product and engineering teams.

Senior Software Engineer & CEO | Avagasso GmbH
Apr 2010 – Oct 2015

• Found and operate a boutique software company delivering end-to-end enterprise solutions.
• Combine technical delivery with strategic leadership and client collaboration.

Head of Software Engineering | Smarcom AG
Jan 2009 – Dec 2010

• Lead software engineering teams across international, distributed environments.
• Improve coordination, delivery processes, and technical foundations.

Senior Software Architect | MondayCoffee
Oct 2007 – Nov 2008

Product Life Cycle Manager | Sunrise Communications
Oct 2006 – Sep 2007

Application and System Engineer | Alcatel CH
Apr 2001 – Oct 2006

EDUCATION

BSc Computer Science & Engineering
University of California, Davis

TECHNICAL FOUNDATION

Strong technical foundation across backend systems, distributed and service-driven architectures, cloud platforms, CI/CD pipelines, automation, and developer tooling, built through 20+ years of hands-on engineering experience earlier in career.