

natali vlatko

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PROFILE

Leadership, coaching, strategy. Background in technical communications with a close attention to detail. Focused on best practices in engineering documentation and open source software ideologies. Global experience working across several continents, pursuing opportunities to highlight women in technical roles.

EXPERIENCE

Senior Engineering Manager, Development Platforms (Wayfair)

BERLIN, GERMANY - JAN 2020 - PRESENT

- Create and coordinate Wayfair's Open Source Software strategy, representing this vision for a 2,500+ Engineering organisation, driven by OKRs in Technical Excellence.
- Drive open source efforts at Wayfair by facilitating the creation of open, technical products and services for broader use. Focusing on process, resources, and community to push development standards that adhere to open source best practices, such as decoupled applications, codes of conduct, contribution guidelines, and licensing.
- Partner with C-Level Wayfair leadership on defining, measuring, and calibrating business value and impact of our open source footprint, extending to further collaboration with Engineering Directors.
- Align with various Engineering stakeholders and Talent Acquisition partners to communicate performance and behavioural adaptations we expect as open source becomes a strategic objective.
- As a member of the Development Platforms leadership team, facilitate the understanding of our team mission and strategy, ensuring alignment and clear communication paths throughout employee levels.
- Coaching managers and creating growth opportunities for software engineers, engineering managers, and technical track participants alike, with a key interest in diversity, equity, and inclusion.
- Create and facilitate tech meetups, events, and conferences for the greater Development Platforms team, coaching others to take on speaking opportunities for their career development.
- Work with Tech Talent Development teams to plan, organise, and execute hackathons for the wider Engineering population at Wayfair, extending its scope for Data Science and Product groups.

Head of Tech Communications, Wayfair GmbH

BERLIN, GERMANY - NOV 2017 - DEC 2019

Corporate Communications Manager - Tech, Zalando SE

BERLIN, GERMANY - MAR 2016 - OCT 2017

Journalist/Editor, Software & Support Media (JAXenter.com)

BERLIN, GERMANY - JAN 2015 - JAN 2016

Admissions/Student Services Manager, Nexus International School

SINGAPORE, SINGAPORE - 2013 - MAY 2014

Customer Service Manager, APACSALE Group

SINGAPORE, SINGAPORE - 2012 - 2013

EDUCATION

Master of Arts, Ancient History

University of Macquarie, NSW - 2012

Bachelor of Arts, History, Politics, Philosophy

University of Western Sydney, NSW - 2009
