Daniela Fuentes Director of Engineering

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PROFILE SUMMARY

- **Director of Engineering** with **11 years** in **mobile ordering and payments**, promoted in 2025 to run Mobile Order & Pay engineering at Starbucks: 4 teams and 31 engineers through 4 engineering managers.
- Close to the stack the teams ship on: **Microsoft Azure** (AKS, Cosmos DB), Java and Node.js order services, Swift and Kotlin apps, Azure DevOps pipelines and Datadog for monitoring.
- Strongest in **first-line manager coaching**, **cross-team release planning** and **peak-day reliability**, using quarterly planning and DORA metrics to keep the app, order and payment teams on one release train.
- Works with the product director for the Starbucks app, store operations, the payments team and the cloud platform org, and brings delivery and incident numbers to the VP's monthly review.
- Grew 2 senior engineers into engineering managers, wrote the department's on-call handbook and runs interviewer training for new interviewers across the digital org.

TECHNICAL SKILLS

People Leadership:	Manager of Managers, Skip-Level 1:1s, Performance Calibration, Manager Onboarding, Career Ladders
Planning & Roadmaps:	Quarterly Planning, OKRs, Release Trains, Capacity Planning, Design Docs
Hiring & Talent Systems:	Hiring Plans, Structured Interviews, Interviewer Training, Workday
Budget & Vendor Management:	Headcount Tracking, Contractor Mix, Microsoft Cost Management, Vendor Renewals
Delivery & Engineering Metrics:	DORA Metrics, Incident Reviews, On-Call Health, Azure Boards
Cloud & Platform:	Microsoft Azure (AKS, Cosmos DB, API Management), Azure DevOps, Datadog, LaunchDarkly
Languages & Data:	Java, TypeScript, Node.js, Swift, Kotlin, SQL

EDUCATION

Western Washington University — **B.S. in Computer Science** — Bellingham, WA · Sep 2011 to Jun 2015

WORK EXPERIENCE

Starbucks — **Director, Software Engineering, Mobile Order & Pay** — Seattle, WA · Apr 2021 to Present

- Took over Mobile Order & Pay engineering in February 2025 after 4 years as senior engineering manager, leading **31 engineers** in 4 teams through 4 engineering managers, 2 of them hired from outside.
- Built the 3-quarter ordering roadmap with the product director, splitting capacity across features, platform work and tech debt, and landed **7 of 8** committed initiatives in the 2025 plan.
- Moved the app, order and payment teams onto one 2-week release train with a shared dependency board in Azure Boards, cutting late releases from 5 a quarter to **1**.
- Coached 2 first-time engineering managers through weekly 1:1s and a 90-day onboarding plan, and ran the department's first cross-team calibration, with **0** regretted departures in 2025.
- Started a monthly health review on DORA metrics and incident trends, lifting order service availability on Red Cup Day and other peak days from 99.71% to **99.95%**.

Remitly — **Software Engineer to Engineering Manager, Transfers** — Seattle, WA · Jul 2015 to Mar 2021

- Wrote the 2020 hiring plan for the transfers app group with recruiting and hired **9 engineers** as its engineering manager, using a structured interview loop and a written leveling rubric.
- Went through the group's cloud and vendor bills with finance and dropped a duplicate SMS provider, cutting messaging spend by **$310K** a year.
- Led the design review that moved transfer status updates out of the main monolith into an event-driven service, cutting status questions to support by **38%**.