Sebastian Vogel Senior Technical Product Manager

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PROFILE SUMMARY

- **Senior Technical Product Manager** with **7 years** on developer platforms, now owning the serverless functions runtime and the deployments API of a front-end cloud platform.
- Reads **TypeScript** and **Node.js** code, queries usage in **SQL** on **Snowflake**, tracks latency in **Datadog** and **OpenTelemetry**, and plans in **Linear**.
- Deep in **runtime architecture trade-offs**, **cold-start performance**, **usage-based limits** and **runtime version deprecations**, with an RFC and a rollback plan behind every breaking change.
- Partners with 3 engineering leads, SRE, developer relations, solutions engineers and the support team that handles enterprise escalations.
- Mentors **2 newer TPMs** on spec writing and runs the monthly runtime review where product and engineering leads agree on the next quarter.

TECHNICAL SKILLS

APIs & Integration Standards:	REST, OpenAPI, Webhooks, GraphQL
Cloud & Platform Infrastructure:	AWS, Kubernetes, Redis, PostgreSQL
SDKs & Developer Tools:	TypeScript, Node.js, GitHub, CLI design
Observability & Monitoring:	Datadog, OpenTelemetry, SLOs, Error budgets
Data & Usage Analytics:	SQL, Snowflake, Looker
Specs, Roadmap & Docs Tools:	Linear, Notion, Lucidchart
Product & Delivery Methods:	RFCs, ADRs, OKRs, Semantic versioning

EDUCATION

Karlsruhe Institute of Technology (KIT) — **M.Sc. in Informatics** — Karlsruhe, Germany · Oct 2016 to Mar 2019

WORK EXPERIENCE

Vercel — **Senior Product Manager** — San Francisco, CA · Mar 2022 to Present

- Set the 18-month roadmap for Vercel Functions with 3 runtime and infrastructure teams, giving a third of capacity to cold starts and scale work, and grew monthly invocations **2.6x** over that period.
- Weighed per-request against shared-instance execution with staff engineers, wrote the ADR on cost, isolation and latency, and lowered compute cost per request by **31%** after the switch.
- Rebuilt the framework starter templates and the CLI deploy flow with Developer Relations, raising new projects that reach a second deploy within 7 days from **44% to 61%**.
- Agreed SLOs and error budgets for cold starts and the deployments API with SRE, and held **99.99%** monthly uptime against enterprise SLAs for 4 quarters.
- Ran the retirement of an old Node.js runtime version with dated warnings, an upgrade guide and a one-command codemod, moving **92%** of active projects before the cut-off.

Netlify — **Product Manager** — San Francisco, CA · Jun 2019 to Feb 2022

- Wrote the API spec and PRD for outgoing deploy webhooks with 5 engineers, defining payloads, retries and signing, and saw **40,000+** sites turn them on in the first year.
- Ran **35** interviews with front-end developers and agency leads about failed builds, then matched them against build logs to rank the 5 failure types the build team fixed next.
- Built SQL and Looker dashboards for serverless functions (invocations, errors, duration by framework) and used them to size free-tier limits, cutting compute spent on abusive accounts by **48%**.