Elijah Reale

Technical Leadership | Platform Architecture | Delivery

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Summary

Engineering Manager with a track record of building and scaling B2B SaaS platforms from startup through acquisition, specializing in business-critical domains like payments and booking systems where financial accuracy, performance, and reliability are non-negotiable. Leads teams through organizational change while remaining deeply technical, shaping architecture, driving execution, and guiding high-impact decisions in revenue-critical systems.

Experience

Engineering Manager — Checkout & Payments

May 2025 – January 2026 · Manifest

- Owned technical direction for a payment orchestration platform (TypeScript, Node, AWS) targeting replacement of a legacy system responsible for $1B+ CAD in annual transactions.
- Partnered with product and finance to evaluate a Stripe incentive tied to a restrictive integration model; aligned on declining the offer to preserve flexible fee modeling, prioritizing long-term system flexibility over short-term incentives.
- Designed a provider abstraction layer enabling pluggable payment integrations (Stripe, Adyen, Square, PayPal) while isolating provider-specific complexity.
- Led development of a modular checkout system supporting hosted and embedded flows, forming the user-facing layer of a revenue-critical path and enabling flexible payment experiences.

Engineering Manager — Booking & Availability

May 2023 – May 2025 · Checkfront

- Led two cross-functional teams (8 engineers, QA, product, design) owning the core booking platform serving 5000+ operators, reducing cycle time by ~50% and restoring predictable delivery after taking on leadership of the teams.
- Maintained >90% team retention through acquisition and restructuring, preserving team continuity during a period of significant organizational instability.
- Developed and promoted engineers through structured growth plans, advancing an Intermediate engineer to Senior and a Junior to Intermediate level, and introduced a Technical Project Lead model to scale system ownership and senior technical leadership.
- Raised the team's talent bar through targeted hiring and decisive performance management, improving delivery consistency and reducing risk in critical-path systems.

Senior Software Engineer — Client Management

December 2022 – May 2023 · Coconut Software

- Resolved a high-latency customer search issue by restructuring ORM usage and optimizing underlying MariaDB queries and indexes, reducing response times from ~30s to <1s.
- Built observability dashboards with Datadog to surface production bottlenecks and reduce mean time to diagnose issues.
- Mentored engineers on SQL optimization and effective ORM usage, improving team-wide performance practices.

Team Lead — Booking Platform

June 2021 – December 2022 · Checkfront

- Owned delivery and technical execution for a cross-functional team of 6 engineers, driving roadmap prioritization and establishing consistent, predictable delivery.
- Partnered with engineering leadership to scale hiring, formalizing career ladders, interview processes, and scoring rubrics to improve consistency and candidate evaluation.
- Led a redesign of the onboarding flow with Product, Design, and Support, reducing user drop-off by ~10% and increasing activation by simplifying complexity and introducing vertical-specific templates.
- Built and maintained a high-trust team environment through structured 1:1s, performance feedback, and growth planning, owning individual trajectory and team health outcomes.

Senior Software Engineer — Booking Platform

January 2017 – June 2021 · Checkfront

- Served as subject matter expert for the availability algorithm and booking flow, owning performance and correctness while introducing observability that improved system-wide debugging and issue resolution.
- Drove department-wide security awareness and remediation of RCE, SQL injection, XSS, deserialization exploits, and ACL bypass vulnerabilities, strengthening platform resilience.
- Led development of Resource Management, a ground-up rewrite of the core availability algorithm enabling shared inventory across products.
- Designed and optimized complex SQL queries supporting availability and overbooking logic, ensuring correctness under concurrent booking scenarios.

Software Engineer — Internal Tools

February 2015 – December 2016 · Real Estate Webmasters

- Built a configurable commission system supporting complex compensation rules, reducing manual processing time across sales and finance.
- Designed a data ingestion and transformation pipeline for billing records, enabling accurate commission calculations and reporting.