

Dimitrios Chantzis
Principal Software Engineer & Systems Architect

Enterprise Platforms • Architecture & Technical Strategy • Engineering Leadership
Platform Modernisation

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Principal Software Engineer and Systems Architect with 20 years of experience architecting, delivering and evolving enterprise-scale platforms across e-commerce, logistics, fulfilment, inventory, and financial domains, combining hands-on architecture and delivery with senior technical and people leadership across business-critical platforms.

Specialised in leading architectural transformation under live operational constraints, with deep experience architecting and modernising Order Management (OMS) and Warehouse Management (WMS) platforms and integrating them across storefront, ERP, inventory, fulfilment, and financial systems.

Proven track record of owning cross-system architecture, building resilient operational platforms, and resolving high-impact business risks through pragmatic, observable, and scalable engineering.

Operates at the intersection of engineering, operations, and business, combining technical and people leadership with close collaboration across engineering teams and with senior stakeholders in operational and commercial functions to translate complex business needs into pragmatic, reliable, and scalable technical solutions.

Incorporates AI-assisted software engineering where it adds value, helping accelerate solution design, improve engineering productivity, and enhance software quality while maintaining strong engineering fundamentals and sound architectural judgement.

Key Impact

Platform Ownership

- Architected, delivered and evolved the central Order Management System (OMS), acting as the operational coordination layer across inventory, purchasing, fulfilment, warehouse, storefront, and financial systems.

Transformation

- Led architectural transformation and modernisation of legacy systems and business-critical workflows.
- Rebuilt and repurposed the core Warehouse Management System (WMS) from PHP 5.6 to PHP 8.4.

Engineering Leadership

- Provided cross-team technical leadership and engineering direction across business-critical platform initiatives, aligning engineers and Tech Leads around architectural decisions, technical approaches and delivery.

Operational

- Prevented critical operational and financial risks across business-critical workflows.
- Designed resilient operational infrastructure incorporating queue orchestration, automated recovery, observability, auditability, and fault-tolerant workflow execution across critical business systems.

Technical

- Optimised legacy data models and system-level algorithms, significantly improving performance, efficiency, and scalability across high-volume transactional systems.
- Designed and implemented scalable integration architecture enabling reliable synchronisation and data interchange across storefront, warehouse, ERP, and financial platforms.

Engineering Standards

- Established AI-assisted development standards, system-specific engineering blueprints, and architectural reference frameworks across multiple enterprise platforms.

Experience

Senior Lead Software Engineer (Principal Engineer scope)

BrandAlley - London, UK | **May 2023 - Jun 2026**

- **Systems Architecture, OMS & API Integrations:** Served as the principal technical authority across interconnected business systems. Conceived, architected, delivered and evolved the central Order Management System (OMS) and its API as the coordination layer across storefront, inventory, purchasing, fulfilment, warehouse and financial systems. Owned the integration architecture connecting these systems to the OMS, enabling reliable cross-platform workflow orchestration and data interchange, with an architecture designed to support multiple WMSs and evolving fulfilment operations.
- **Engineering Leadership:** Provided technical and people leadership across engineering teams, including direct line management and mentoring of engineers, while providing technical direction and collaborating with four Tech Leads across business-critical platform initiatives.
- **Platform Modernisation:** Led the architectural transformation of legacy systems into a modular, scalable platform architecture, enabling continuous modernisation while maintaining uninterrupted live operations.
- **WMS Modernisation:** Rebuilt and modernised the core Warehouse Management System (WMS) from PHP 5.6 to PHP 8.4, repurposing core functionality to support BrandAlley's evolving business requirements while significantly improving performance and maintainability and reducing technical debt.

- **Operational Resilience:** Designed and delivered resilient operational infrastructure incorporating queue orchestration, automated recovery, observability, auditability, and fault-tolerant workflow execution across critical business systems.
- **Cross-System Reliability:** Improved reliability and consistency of cross-system data flows, enabling accurate inventory management, order lifecycle orchestration, and operational visibility across business-critical platforms.
- **Supply Chain & Fulfilment Workflows:** Architected and evolved operational workflows spanning Purchase Quotations, Purchase Orders, Goods Receipt POs (GRPOs), consignment and virtual stock management, cross-docking, automatic detection of orphan orders and operational workflows to manage them, replacements, returns and cancellations, integrating purchasing, inventory, warehouse, fulfilment and financial operations.
- **Measurable Impact:** Delivered warehouse operational tooling contributing to productivity improvements of approximately 35–55% across fulfilment operations; identified and resolved critical risks including inventory overselling, order duplication, and cross-system data inconsistencies, preventing fulfilment failures and financial loss.
- **Engineering Standards & AI:** Introduced AI-assisted engineering workflows across multiple enterprise codebases, developing system-specific engineering blueprints, architectural references, implementation frameworks, and structured AI-assisted development standards to improve consistency, delivery efficiency, and code quality.

Lead Software Engineer

Internet Fusion Group - London, UK | Oct 2021 - Apr 2023

- **Logistics Platform Leadership:** Led a cross-functional team of 7 across engineering, QA, and product responsible for the delivery and evolution of bespoke warehouse logistics platforms supporting order management, inventory, and financial workflows.
- **Backend & Domain Expertise:** Led the technical design and delivery of backend platform capabilities supporting order management, inventory control, reconciliation, reporting, and financial transaction workflows.
- **Platform Architecture:** Worked across a core monolithic WMS alongside separate Laravel services, including a supplier-feed service integrating with external systems to retrieve, analyse and normalise supplier stock files for downstream purchasing workflows, and a separate payment service.
- **High-Volume Transactional Systems:** Improved platform performance, reliability, and scalability by optimising database architecture and resolving critical concurrency issues such as deadlocks across high-volume transactional systems.
- **Cross-Team Technical Ownership:** Acted as technical owner of the central WMS while multiple engineering teams delivered concurrent changes across the platform, coordinating technical dependencies, overlapping development and releases across team boundaries to maintain platform stability.
- **Platform Modernisation:** Modernised legacy platforms through systematic refactoring and architectural improvements, improving maintainability, reducing technical debt, and increasing long-term system stability.
- **Engineering & Delivery Standards:** Established structured engineering and delivery practices across planning, estimation, development, testing, release, and deployment activities, improving delivery predictability, system reliability, and team effectiveness.

Lead Software Engineer

3ev (3rd Eye Vision) - Hove, UK | Feb 2020 - Oct 2021

- **Backend Platform Delivery:** Led the technical design and delivery of backend platform capabilities for multiple client systems, supporting core business workflows and third-party integrations.
- **Distributed Platform Architecture:** Worked across a platform comprising a legacy TYPO3 monolith alongside separate legacy Laravel applications and API services supporting booking and integration capabilities, including an API exposing booking, property and availability data to approximately 50–60 external systems. Designed and developed a new bidirectional integration service consuming and exposing third-party APIs.
- **Platform Modernisation:** Modernised legacy platforms by upgrading from Laravel 4.2 (PHP 5.6) to Laravel 8 (PHP 8.0) and introducing SOLID design principles, improving maintainability, scalability, and long-term platform sustainability.
- **Observability & Reconciliation:** Designed and implemented logging, auditing, and notification capabilities, improving observability, traceability, and supporting reconciliation workflows across client platforms.
- **End-to-End Technical Ownership:** Led projects from conception and solution design through planning, estimation, implementation and successful production delivery across client platforms.
- **Cloud & Development Infrastructure:** Modernised infrastructure and deployment workflows by migrating systems from AWS to Google Cloud, reducing infrastructure costs, and establishing Docker-based local development environments.

Senior Software Engineer

Tillo - Hove, UK | Nov 2016 - Dec 2019

- **Transaction APIs & Integrations:** Redesigned and evolved the company's API and built integrations with numerous external partner APIs, supporting financial transaction processing and gift card services.
- **Secure Transaction Workflows:** Developed secure transaction and integration workflows, ensuring adherence to industry-standard security practices.
- **Reconciliation & Transaction Integrity:** Implemented reconciliation workflows and validation mechanisms, ensuring accuracy and integrity of financial transactions across partner integrations.

- **Partner & Enterprise Integrations:** Delivered integrations with third-party systems, including SAP, supporting partner onboarding and enabling reliable data exchange across platforms.
- **Platform Evolution:** Contributed to the evolution of the platform from early-stage product to stable production system, supporting increasing transaction volumes and expanding partner integrations.

Earlier Experience

Additional software engineering roles across web platforms, APIs, and system integrations.

Senior Software Engineer - 22 Point Six, Burgess Hill, UK | **Jun 2016 - Nov 2016**

Senior Full-Stack Web Developer - Mosaic Digital, Brighton, UK | **Jan 2013 - Dec 2015**

Freelance Software Engineer - Thessaloniki, Greece | **Jul 2012 - Jan 2013**

Software Engineer - Tera Media, London, UK & Athens, Greece | **Jul 2009 - Jun 2012**

Freelance Software Engineer - Thessaloniki, Greece | **Oct 2006 - Jul 2009**

Software Engineer (BSc Internship) - Alexander Technological Educational Institute, Greece | **Apr 2006 - Oct 2006**

Freelance Software Engineer - Thessaloniki, Greece | **Mar 2004 - Apr 2006**

Military Service

Second Lieutenant (Reserve) - Head of the Research and Informatics Office

88 Military Command, Hellenic Army - Lemnos, Greece | **Sep 2011 - Jul 2012**

Served as Head of the Research and Informatics Office at 88 Military Command on the island of Lemnos. Led a team responsible for maintaining IT infrastructure across multiple military units and served as Brigade Communications Officer on a rotating basis.

Technical Expertise

Architecture & Systems

Distributed systems, modular and monolithic architectures, system design

Synchronous/asynchronous integrations, REST APIs, queue-based processing

Resilient operational infrastructure, queue orchestration, resilience patterns, fallback mechanisms

Domain & Platforms

WMS, OMS, fulfilment, inventory, logistics, financial systems, payment processing

ERP (Business Central, SAP), e-commerce platforms (Magento), third-party API integrations

Engineering Leadership

Technical leadership, people leadership and mentoring, engineering standards, architectural decision-making and facilitation, cross-functional stakeholder alignment, modernisation under live operational constraints, incremental delivery

Backend & Web

PHP (4 - 8.4), Laravel (4.2 - 13), Symfony, Lumen, Zend

OOP, SOLID, DRY, design patterns

Filament, JavaScript, AJAX, jQuery, HTML5, CSS3, Jekyll, Liquid

Data & Storage

Databases: MySQL, PostgreSQL, SQLite

Caching & In-memory Data: Redis, Memcached

High-volume transactional systems, data modelling, performance optimisation

Infrastructure & DevOps

AWS, Google Cloud (GCP), DigitalOcean, Docker, Linux, Bash

CI/CD, deployment workflows, system observability

Engineering Practices

Non-functional requirements: reliability & availability, performance & scalability, resilience & recoverability, data integrity & consistency

Observability, auditability & traceability

Code quality, testing strategies, secure development practices

AI-Assisted Engineering

AI-assisted software engineering, LLM-assisted architecture and implementation, system-specific engineering standards and architectural documentation (Claude, Codex, ChatGPT)

Education

MSc Design and Digital Media - University of Edinburgh, UK

BSc Informatics Engineering (Computer Science) - Alexander Technological Educational Institute of Thessaloniki, Greece

Reserve Infantry Officers Academy - Signal Corps & Research and Informatics Corps, Hellenic Armed Forces, Greece

Professional Development

Attended industry conferences including Laravel London, AWS London, and UX Brighton.