

Felix Wohnhaas

CTO / Engineering Leader / Full-Stack & Platform Engineer

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🌐 [Website](#) [LinkedIn](#) [GitHub](#)

PROFILE

Hands-on CTO and engineering leader with deep experience building full-stack web platforms, scalable infrastructure, e-commerce systems, analytics pipelines, and MLOps platforms. Engineer at heart with a strong bias for execution: moving fast, making tough technical and organizational decisions, experimenting, learning quickly, and helping teams deliver. Generalist by nature, with a strong focus on full-stack and DevOps engineering across modern web platforms, infrastructure, data systems, and durable execution frameworks.

Core strengths

ENGINEERING LEADERSHIP

Technical strategy and architecture
Team leadership, mentoring, hiring
Fast decision-making and execution culture
Product-minded engineering

SOFTWARE ENGINEERING

Full-stack web development
TypeScript, Node.js, React
E-commerce systems and platform design
PostgreSQL and transactional systems

INFRASTRUCTURE & PLATFORMS

Kubernetes-based infrastructure
GitOps / platform engineering
Durable workflow orchestration
Scalable deployment and operations
Telemetry and monitoring

AI-AUGMENTED ENGINEERING

Agentic coding workflows
AI-assisted development, review, and refactoring
Prompt and context engineering
Driving team-wide AI adoption and standards

Working style

- I like to move fast, but with clear ownership and feedback loops.
- I prefer pragmatic technical decisions over over-engineering.
- I enjoy leading people while staying close to the technical details.

- I believe in experimentation, quick learning, and failing forward.
- I am comfortable making tough decisions when speed, focus, or clarity are needed.

PROFESSIONAL EXPERIENCE

Chief Technology Officer, Pricenow

Feb 2021 - present

Architected and built the product suite, including a customer-facing e-commerce solution, a large-scale dynamic pricing system, a scalable forecasting pipeline, and a data-first analytics platform built on top of data warehousing solutions. Helped make the strategic technical and product decisions needed to build the company from the ground up, while managing teams across data engineering, machine learning, full-stack engineering, and design.

Technical team lead, Motius GmbH, Munich

Feb 2019 - Jan 2021

Led teams of up to four developers on client projects, coordinating implementation work while staying hands-on with architecture, delivery, and technical decisions.

Working student, web and full-stack developer, Motius GmbH, Munich

June 2017 - Feb 2019

Worked as a web developer and full-stack developer across several client projects, building product interfaces and backend functionality for different project contexts.

Working student, Gigatronik GmbH

March 2015 - March 2017

Developed an Arduino board that read OBD data from cars and combined it with GPS data to build an automated fleet tracking system.

Production management, Mecanomatic, Queretaro, Mexico

April 2014 - October 2014

Managed and optimized production chains for a metalworking manufacturing environment focused largely on CNC-based production, including workload planning for a team of about 20 people operating the CNC machines.

EDUCATION

Master of Media Informatics, Ludwig Maximilian University of Munich

Oct 2018 - Sep 2020

Completed a master's in media informatics in September 2020, with a focus on software systems, human-computer interaction, product interfaces, and applied computer science.

Bachelor of Science in Computer Science: Games Engineering, Technical University of Munich

Oct 2015 - Mar 2018

Completed the Bachelor of Science degree in March 2018, combining computer science foundations with games engineering and interactive systems.

| Abitur, Robert-Bosch-Gymnasium, Langenau

Sep 2009 - Jul 2013

Completed the German Abitur in July 2013.

| Secondary education, Colegio Humboldt, Puebla, Mexico

Sep 2007 - Jul 2009

Continued secondary school education in Mexico in a bilingual, international school environment.

| Secondary education, Robert-Bosch-Gymnasium, Langenau

Sep 2005 - Jul 2007

Attended Robert-Bosch-Gymnasium before continuing secondary education in Mexico.

| Primary school, Grundschule, Bernstadt

Sep 2001 - Jul 2005

Completed primary school education in Bernstadt.

HIGHLIGHTS

E-COMMERCE PLATFORM ARCHITECTURE

Architected and built transactional e-commerce systems on top of Kubernetes with PostgreSQL, TypeScript, and Node.js.

Designed backend services, APIs, data models, and operational workflows for scalable commerce use cases.

MLOPS PLATFORM FOR DYNAMIC PRICING

Architected and built infrastructure for time-series-based dynamic pricing workflows.

Used Kubernetes and Argo Workflows to support model execution, experimentation, and production orchestration.

ANALYTICS PLATFORM

Designed Snowflake-based OLAP architecture and DBT transformation layers.

Enabled analytics use cases across product, pricing, operations, and business reporting.

KUBERNETES PLATFORM / GITOPS INFRASTRUCTURE

Built Kubernetes-based deployment infrastructure.

Improved scalability, reliability, and developer velocity through platform engineering practices.

PRODUCT MANAGEMENT

Managed the strategic and technical direction of SaaS products.

Balanced time to market, scalability, and the trade-offs between specialized and generalized product approaches.

TEAM LEADERSHIP

Led cross-functional engineering teams across data engineering, machine learning, full-stack development, and design.

Mentored developers, owned hiring decisions, and created clear ownership structures for fast delivery.