

Nicholas Roberts

AI Transformation and Technology Operations

San Francisco Bay Area, CA | 510-684-8264 | niccolox@devekko.com

niccolox.com | linkedin.com/in/niccolo | github.com/niccolox

Technology director and founder with 25+ years across ecommerce, financial-services SaaS, and cloud platforms. Combines hands-on engineering with cross-functional leadership to modernize business systems, roll out AI, and improve operations. Experience spans enterprise AI adoption, commerce and fulfillment platforms, data migration, vendor management, and customer success. Brings practical technology leadership to midsize businesses preparing for their next stage of growth.

Core capabilities

AI adoption and governance | Technology strategy and roadmaps | Workflow automation | Data and API integration | Ecommerce and warehouse systems | Product and program delivery | Vendor management | Customer adoption | Cloud reliability and security

Professional experience

Digital Beverage Group / Last Bottle, Inc.

Feb 2025 - Oct 2026

Director of Technology & Operations, Aug 2025 - Oct 2026

Previously Ecommerce Systems Administrator, Feb - Aug 2025 | Napa, CA

- Led technology modernization supporting 40% group-wide revenue growth; replaced legacy commerce and inventory systems with Shopify Plus and Linnworks WMS while maintaining trading continuity.
- Built Python and Pandas migration workflows that transferred 2 million historical orders representing \$150 million in order value, alongside customer and product data.
- Led Claude Enterprise rollout, governance, and organization-wide adoption within a corporate IT remit serving 200 users across Google Workspace and Microsoft 365.
- Owned roadmaps and vendor delivery for four ecommerce storefronts and two React Native mobile apps on Shopify, now a major and fast-growing sales channel.
- Managed technology across 20 brands and 35,000 SKUs, supporting flash sales, retail, private sales, auctions, clubs, and conversational commerce.
- Built internal services and data pipelines with Python, FastAPI, Supabase, and SQL; connected operations tools, NetSuite finance, and analytics in Microsoft Fabric and Palantir Foundry.

Devekko

2024 - Present

CTO and Founder

- Lead digital and data strategy and full-stack development. Built Citizen Success, a civic data and publishing platform covering 48,000 politicians, with subscription payments, permissions, and self-hosted infrastructure.

Datava

Dec 2022 - Jan 2024

Customer Success Manager, Mar 2023 - Jan 2024

Previously Implementation Engineer, Dec 2022 - Mar 2023 | Remote

- Led 10 engineers delivering professional services for 15 financial-institution clients representing \$2 million ARR; managed onboarding, adoption, resourcing, roadmaps, QA, and go-live.
- Delivered CRM, loan pipeline, predictive analytics, business intelligence, and workflow capabilities for banks and credit unions, connecting technical delivery to client operating needs.

Professional experience continued

BrowserStack

Sep 2022 - Dec 2022

Senior Software Development Engineer - Customer Engineering

- Provided technical presales, consulting, and solutions for web and mobile test automation, including engagements with 3M, Lowe's, and Verizon.

Section.io

May 2019 - Aug 2022

Customer Success Engineer | Remote

- Delivered onboarding, solutions engineering, and incident response for a global web performance and security platform serving Toyota, Lexus, BoxyCharm, and other enterprise customers.
- Onboarded 12 Toyota and Lexus bare domains, documenting redirect logic, implementation requirements, and launch tests with client business and technical teams.
- Resolved outages and DDoS incidents across distributed cloud infrastructure; maintained runbooks and customer documentation for CDN, WAF, and bot-management services.

Sonic.com

Aug 2018 - Apr 2019

Programming Project Manager | Santa Rosa, CA

- Coordinated six developers and six systems administrators in the Systems Operations Center; introduced structured delivery using Jira, Confluence, Scrum, and Kanban.
- Delivered WiFi mesh services, ACH payment integration, broadband service launches, and customer self-service tools, aligning engineering with business and service operations.

California Institute for Regenerative Medicine

2014 - 2016

Drupal & WordPress Webmaster | San Francisco, CA

- Owned Drupal and WordPress code, databases, content operations, and security for a government biotechnology agency, spanning 6,000+ pages and 15 content types.
- Coordinated vendors and a mobile-first redesign; maintained the deployment lifecycle and protected the agency against Drupal security vulnerabilities.

Mantra Resorts (via Guerrilla Marketing)

2007

Technical Project Manager | Queensland, Australia

- Led the full delivery lifecycle for accommodation ecommerce across three domains and 10,000+ content pages, from requirements and development through testing, launch, and operations.
- Coordinated 10 developers across a nine-month delivery, aligning hotel, marketing, and development stakeholders.

News Corp / Nationwide News

2000 - 2003

Webmaster | Sydney, Australia

- Supported multimedia, web publishing, and ecommerce projects across 30 news properties, working with editorial, advertising, IT, management, and executive teams.

Applied AI and published work

- Published an Ollama model configuration for Cline and documented local LLM setup using NVIDIA GPUs and Docker, including practical performance limitations. [Model release](#)
- Documented a banking integration proof of concept that exposed third-party API gaps and shaped scope, vendor discussions, and the roadmap. [The Spike and the Steel Thread](#)

Technology and certification

AI and data: Claude Enterprise, Ollama, Python, Pandas, SQL, Jupyter, Microsoft Fabric, Palantir Foundry. Platforms: Shopify Plus, Linnworks, NetSuite, Retool, FastAPI, Supabase, Elixir/Phoenix. Operations: AWS, Google Cloud, Linux, Docker, Kubernetes, Cloudflare, Datadog.

Certified ScrumMaster (CSM)