CODY MARCEL
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ENGINEERING MANAGER

Engineering leader who builds high-performing teams through context and autonomy, not micromanagement. 13+ years scaling distributed systems and data platforms from thousands to billions of records at Salesforce. Proven ability to attract top talent, drive technical innovation (9 patents), and deliver complex initiatives. Currently applying these principles as founder of a 17-person STEM education organization.

LEADERSHIP COMPETENCIES
Team Development: Building high-autonomy teams, mentoring senior engineers, talent development
Technical Strategy: Architecture decisions, roadmap planning, technical debt management
Delivery Excellence: Outcome-focused execution, cross-functional collaboration, stakeholder alignment
Domain Expertise: Distributed systems, cloud infrastructure, data platforms, enterprise SaaS

PATENTS (9 Granted/Pending + 1 Provisional)
- Runtime Selection of Query Execution Engines (US12174833B2, 2024)
- Asynchronous Querying Technologies (US11663205B2, 2023)
- Archiving Objects in a Database Environment (US11640378B2, 2023)
- Efficiently Deleting Data from Multi-tenant Database Systems (US11520740B2, 2022)
- Metadata-based Statistics-oriented Query Processing (US11314741B2, 2022)
- Dynamic Selection and Application of Query Processing Rules (US11068483B2, 2021)
- Efficiently Deleting Data from Multi-tenant Database (US10860606B2, 2020)
- Efficient Deletion of Archive Records (Pending)
- Adaptive Business Process System with Graph-Based Runtime Derivation (Provisional, 2025)
- Rules-based Synchronous Query Processing for Large Datasets (2019, Pending)

EXPERIENCE

iCODE CHERRY CREEK, Denver, CO
2024 - Present

Founder & Director
Founded and scaled STEM education business, managing a Director who oversees 16 instructors, plus team leads, marketing, and external vendors. Full P&L ownership. Leveraging engineering expertise to build the next generation of technical talent while operating with high autonomy and accountability.

- Built organization from ground zero—hired team of 17, grew revenue from $0 to $150K+ (146% YoY growth) with 60+ active students
- Transitioned from hands-on founder to strategic leadership—now remotely managing Director and leads while overseeing operations across multiple functions
- Empowered team through context-driven leadership—setting clear goals while giving instructors freedom to innovate in their classrooms
- Achieved STEM.org accreditation; personally developed technical curriculum covering Python, Java, robotics, and AI fundamentals

SALESFORCE, San Francisco, CA
2010 - 2023

Principal Software Engineer | Technical Lead
Trailhead/Sales Enablement (2019-2023)

Led technical strategy and delivery for Salesforce's enterprise content and enablement products serving thousands of enterprise customers.

- Directed cross-functional team of 8 engineers through platform migration from Heroku to Salesforce Core, coordinating with product, UX, and infrastructure teams
- Established technical standards and code review processes across the engineering organization
- As Tech Lead of Content Orchestration, delivered Sales Enablement product GA in a single release cycle (3 months)—new architecture from concept to production

Principal Software Engineer | Technical Lead
Platform Data Team (2015-2019)

Technical owner for horizontally scalable data stores integrated with Salesforce Platform.

- Led team of 6 engineers delivering Big Object, Async SOQL, and Field Audit Trail—scaled Custom Big Objects and Async SOQL from hundreds of thousands to billions of rows, handling petabytes of customer data
- Championed query optimization initiatives resulting in 5 patents and 60% improvement in query performance

- Established engineering best practices adopted across 3 platform teams
- Speaker at Dreamforce 2018: "Distributed Data at Scale"

Lead Software Engineer | HBase Team (2010-2015)

- Built and led team of 4 engineers for deployment framework, launching production service
- Drove technical roadmap for Phoenix/HBase performance testing framework (now Apache Phoenix)
- Coordinated with infrastructure teams for HBase, Hadoop, and Zookeeper integration

EARLIER EXPERIENCE

Technical leadership roles at GFI Group (financial derivatives trading platform development), Pyxis Solutions (consulting), Real-Time Technology Solutions, and Acumen Solutions. Delivered enterprise solutions for Fortune 500 clients including Goldman Sachs, Credit Suisse, Pfizer, and Oppenheimer Funds.

EDUCATION
Bachelor of Science, Computer Science | Rutgers University, New Brunswick, NJ

US Army Veteran | Space Command, Specialist (E4) | Private Pilot License