

Doug Hatcher

Enterprise Architect & Sr. Solution Consultant

doug@hatcher.ltd | (843) 224-8834

Charleston, SC US

- **LinkedIn:** <https://www.linkedin.com/in/doughatcher/>
 - **GitHub:** <https://github.com/superterran>
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Summary

Enterprise architect and solution consultant engaging C-suite and VP stakeholders at Fortune 500 organizations across 15+ years of commerce platform delivery. First-wave architect on Adobe Commerce as a Cloud Service migrations and on Universal Editor production adoption, with deep coverage of Adobe Commerce, AEM Edge Delivery Services, App Builder, Oracle Commerce, and Shopify. Leads multi-million dollar Adobe Experience Cloud programs end to end: RFP strategy, technical discovery, solution architecture, delivery governance, and commercial defense. Builds AI-augmented consulting practice, including agent-assisted RFP response, published AI governance frameworks, and audit-trail-first automation running in CI.

Professional Experience

Solution Consultant & Enterprise Architect, Blue Acorn iCi

2022 - Present

Lead enterprise architecture, commerce strategy alignment, and executive stakeholder engagement across the full solution lifecycle, from pre-sales through implementation oversight and post-delivery governance. Facilitate cross-organizational collaboration between clients, Adobe, ISV partners, and internal

teams. Provide platform stewardship and architectural standardization for Fortune 500 clients across retail, B2B, marketplace, and omnichannel commerce sectors.

- Architected one of the first Adobe Commerce PaaS-to-SaaS (Cloud Service) migrations, storefront-on-Edge-Delivery-Services first, converting ~131 platform customizations to App Builder apps
- Technical architect for a 398-storefront B2B commerce platform spanning 200+ campuses on a single Adobe Commerce instance, with AEM Cloud Service, Universal Editor, and a React Native mobile app
- Commerce lead on competitive Adobe Experience Cloud pursuits against Salesforce and SAP for multi-billion-dollar manufacturers, with Adobe naming the firm its top partner recommendation
- Led solution architecture for a pharmaceutical standards replatform on Oracle Commerce, Algolia, and Drupal via GraphQL, through production launch in 2026
- Authored Adobe's Gartner Magic Quadrant customer-evidence submissions for the firm's flagship B2B commerce references
- Established governance framework for open-source Adobe Commerce App Builder ISV integrations (Stripe, Adyen, Yotpo, Bazaarvoice, ShipStation)
- Built the firm's AI-augmented pre-sales practice: agent-assisted RFP and vendor-questionnaire response, a published enterprise AI governance framework, and audit-trail-first automation running in CI
- Led commerce strategy and technical architecture for 40+ enterprise clients including Microsoft, Adobe, Subaru, American Eagle, Starbucks
- Delivered executive oral presentations and technical discovery workshops for NBC Universal, OneTrust, PayPal, Turner Broadcasting, DISH, AT&T

Technical Architect - Adobe Commerce, Blue Acorn iCi

2011 - 2021

Established architectural governance and technical standards across Fortune 500 commerce implementations. Led multi-team and multi-vendor coordination to ensure platform consistency and organizational alignment. Defined long-term platform strategy, infrastructure patterns, and automation frameworks adopted across the organization.

- Established architectural standards and governance practices for 25+ enterprise clients
- Defined multi-region infrastructure patterns serving 150+ locales across 4 global data centers

- Created organization-wide CI/CD automation and deployment standards adopted across all teams
- Led platform strategy for hybrid cloud architectures integrating Adobe Experience Manager with Commerce
- Coordinated cross-functional teams and third-party vendors to ensure technical alignment and delivery consistency

Managing Editor, Experience Digest

2025 - Present | <https://experiencedigest.org>

Managing editor for an independent publication covering Adobe Commerce and Adobe Experience Manager: release notes, security bulletins, and operational monitoring for the Adobe Experience Cloud ecosystem. Side business providing thought leadership and technical content.

Fractional CTO, Nalli Silks and Sarees

2023 - 2026

Strategic technology leadership and platform rationalization for a heritage retail brand, partnering directly with the CEO. Assessed total cost of ownership across the commerce estate and matched platform capability to actual business scale, retiring accumulated technical debt that was blocking customer experience work, and optimizing content delivery with Fastly.

- Strategic technology leadership partnering directly with the CEO on platform and cost strategy
- Total-cost-of-ownership assessment across the commerce estate, matching platform capability to business scale
- Optimized content delivery infrastructure using Fastly to improve performance and reduce cost
- Led platform migration that retired technical debt blocking customer experience innovation
- Restored feature parity with competitive retailers through targeted technology modernization

Technical Lead, 131 Digital

2010 - 2011

Led technical architecture and implementation at boutique digital agency in Pawleys Island, SC. Built custom MVC framework (Fusion) powering multiple local business websites. Specialized in Drupal and WordPress development for small to medium-sized businesses.

- Architected custom MVC framework (Fusion) powering multiple client sites

- Drupal and WordPress development for SMB clients
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Projects

orgware - Platform for Member Organizations

2025 | Founder, Product & Platform Architect

Founded and operate orgware, a hatcher.ltd product: a composable platform giving member organizations a verifiable system of record they actually own. Six services covering enrollment, contact, meetings, a governance corpus, email and identity, and social syndication, built on Cloudflare Workers, D1, and R2. The design premise is ownership and durability: the operator owns the software, the organization owns its record, and the whole estate runs inside free-tier limits so continuity never depends on a funding cycle. waccamaw.org is the flagship production instance.

Key Achievements: - Defined the product, the architecture, and the commercial model (free self-hosted, transparent fully portable hosting, no lock-in) - Flagship instance serves 900+ members and 800+ governance records at \$0 monthly hosting cost, peaking near 6% of the Cloudflare free tier - Built a git-native records pipeline where verification verdicts are the queue and every verified claim is anchored to a SHA-256 hash of its source - Designed the platform to be agent-legible, so non-technical administrators can raise an issue and have it triaged and shipped the same day, with a human always owning the deploy - Ships continuous releases to every instance rather than periodic replatforms

Technologies: Product Strategy, Composable Architecture, Cloudflare Workers, D1, R2, Multi-tenant SaaS, Data Sovereignty, Agentic Operations

Adyen - Adobe Commerce App Builder Payment App

2025 - 2026 | Solution Consultant, Ecosystem Lead

Led pre-sales solution framing, technical architecture, and ecosystem alignment for the community-driven, open-source Adobe Commerce App Builder payment app for Adyen. Facilitated go-to-market strategy between Blue Acorn iCi, Adobe, and Adyen through in-person executive alignment sessions in New York and

at Adobe Summit Las Vegas. Positioned as best-in-class payment app enabling enterprise clients and the broader Adobe Commerce community to adopt out-of-process payment extensibility.

Key Achievements: - Authored open-source App Builder payment app architecture for Adyen - Facilitated in-person executive alignment with Adyen leadership in New York and at Adobe Summit Las Vegas - Drove go-to-market collaboration across Blue Acorn iCi, Adobe, and Adyen partner ecosystems - Established open-source community governance model for App Builder payment apps - Positioned the app as the ecosystem standard for enterprise Adobe Commerce payment processing

Technologies: Adobe Commerce, App Builder, Payment App, Ecosystem Leadership, Partner Strategy, Open Source Governance

Adobe Commerce App Builder - ISV Partner Integrations

2025 | Solution Consultant, Technical Lead

Led Adobe's rollout of Commerce App Builder integrations for key ISV partners. Open-source implementations enabling out-of-process Adobe Commerce integrations across payments, reviews, ratings, and shipping. Authored reference apps for Stripe, Adyen, Yotpo, Bazaarvoice, and ShipStation that established the ecosystem patterns now used by the broader Adobe Commerce community.

Key Achievements: - Authored open-source App Builder reference apps for Stripe, Adyen, Yotpo, Bazaarvoice, and ShipStation - Established ecosystem governance and contribution model for community-driven App Builder integrations - Defined out-of-process extensibility patterns adopted across Blue Acorn iCi and partner deliveries

Technologies: Adobe Commerce, App Builder, ISV Integrations, Out-of-Process Extensibility, Open Source

Store Locator - Adobe Commerce Storefront App

2025 | Solution Consultant, Technical Lead

Open-source Store Locator app for Adobe Commerce combining App Builder backend services with Adobe Commerce Storefront blocks. Reference implementation demonstrating how composable storefront blocks integrate with App Builder for one of the most common merchant requirements, addressing a long-standing native gap in Adobe Commerce.

Key Achievements: - Authored reusable Storefront blocks pattern integrating with App Builder backend services - Established open-source reference implementation for merchant store locator use cases - Demonstrated end-to-end App Builder + Storefront blocks composition pattern for the community

Technologies: Adobe Commerce, App Builder, Adobe Commerce Storefront, Storefront Blocks, Open Source

Adobe Commerce Devcontainer Template

2024 | Maintainer

Open-source devcontainer template for Adobe Commerce / Magento Open Source local development. Standardizes the onboarding path for Adobe Commerce contributors and partners by providing a one-click VS Code / GitHub Codespaces development environment with reproducible PHP, Composer, and tooling versions.

Key Achievements: - Established standardized local development environment for Adobe Commerce contributors - Enabled one-click GitHub Codespaces onboarding for Adobe Commerce and Magento Open Source - Lowered barrier-to-entry for community contribution and partner enablement

Technologies: Adobe Commerce, Magento Open Source, Devcontainers, Developer Experience, Open Source

Kai USA (Adobe Commerce as a Cloud Service Pilot)

2025 | Technical Architect, Solution Consultant

Platform modernization to Adobe Commerce as a Cloud Service as one of the first customers using this new exciting platform. Leading technical architecture and implementation.

Key Achievements: - Early pilot customer for Adobe Commerce as a Cloud Service platform modernization - Led solution architecture and cloud-native infrastructure design for next-generation commerce platform - Established technical governance and deployment standards for cloud service adoption

Technologies: Adobe Commerce as a Cloud Service, Platform Migration, Cloud Modernization

Lovesac

2023 | Solution Consultant, Innovation Lead

Introduced Lovesac to Adobe Experience Manager Edge Delivery Services and led groundbreaking pilot of Universal Editor. Worked directly with Adobe architecture team to establish Lovesac as first customer to market with Project Crosswalk (later Universal Editor), making them a marquee customer for Adobe's innovative in-context editing platform.

Key Achievements: - First customer to pilot and deploy Project Crosswalk (Universal Editor) in production - Introduced AEM Edge Delivery Services adoption strategy and collaborated directly with Adobe architecture team - Established Lovesac as marquee Adobe customer demonstrating innovative in-context editing technology

Technologies: Adobe Experience Manager, Edge Delivery Services, Universal Editor, Project Crosswalk, Innovation, Adobe Partnership

Aramark Refreshments - Breakroom of the Future

2023 | Solution Consultant, Technical Architect

Led transformational digital commerce initiative reimagining workplace refreshment experiences. Architected and delivered innovative React-based headless commerce solution leveraging Adobe Commerce as a composable backend, enabling Aramark to revolutionize their B2B breakroom ordering platform.

Key Achievements: - Architected headless React frontend with Adobe Commerce composable backend for B2B ordering platform - Delivered modern workplace refreshment digital commerce experience enabling self-service ordering - Led technical team through complete platform modernization and composable architecture transformation

Technologies: Adobe Commerce, Headless Commerce, React, Composable Architecture, Digital Transformation, B2B Commerce

Aramark Elevate - Mobile Dining Super App

2025 | Solution Consultant, Mobile Architect

Architected mobile-first "campus services super app" for Aramark serving 300+ college and university campuses. Expo / React Native frontend with Adobe Commerce GraphQL as the composable backend providing multi-campus context, ordering provider abstraction (GrubHub, DoorDash, CBORD), meal plan and dining points integration, and home-screen widgets, "Apple Maps meets GrubHub" for campus dining.

Key Achievements: - Designed multi-campus architecture using Adobe Commerce store views as campus contexts - Established provider-agnostic ordering abstraction over GrubHub, DoorDash, and CBORD - Integrated meal plan and dining points authentication via Adobe Commerce customer tokens - Delivered native iOS home-screen widget integration for time-sensitive ordering and notifications

Technologies: Adobe Commerce, GraphQL, React Native, Expo, Mobile Commerce, Composable Architecture, B2B Commerce

Visual Comfort (Circa Lighting) - ACCS Migration

2026 | Solution Consultant, Enterprise Architect

Leading enterprise migration assessment and architecture for Visual Comfort / Circa Lighting from Adobe Commerce Cloud (Magento 2.4.7, 128 custom modules across 9 namespaces, 30 third-party extensions) to Adobe Commerce as a Cloud Service using App Builder for out-of-process extensibility, with Edge Delivery Services frontend.

Key Achievements: - Authored full migration POV including module inventory, price book mapping, and phased roadmap - Designed App Builder out-of-process extensibility strategy replacing in-process custom modules - Established hybrid ACCS + Edge Delivery Services architecture pattern

Technologies: Adobe Commerce as a Cloud Service, Adobe Commerce, App Builder, Edge Delivery Services, Platform Migration, Enterprise Architecture

Xbox Design Labs

2022 - 2024 | Solution Consultant

Pre-sales technical design for Microsoft's enterprise commerce initiative

Key Achievements: - Pre-sales technical design for multi-tenant enterprise commerce platform supporting global markets - Adobe Commerce Cloud platform evaluation and architecture recommendations for Microsoft's D2C initiative

Technologies: Enterprise Architecture, Adobe Commerce

Nintendo of America

2022 - 2024 | DevOps Engineer

Implementation and maintenance of automated test environments for Nintendo's online eShop.

Key Achievements: - Automated test environment implementation for high-security eShop platform - Established deployment automation and governance for controlled testing infrastructure

Technologies: e-commerce, Test Environments

Apple

2020 - 2021 | Technical Architect

Large-scale global project using a mix of commerce platforms for Apple's worldwide digital channel. Multi-platform integration serving global markets.

Key Achievements: - Global-scale multi-platform commerce integration serving worldwide markets - Cross-functional coordination with Apple engineering teams on high-performance commerce infrastructure

Technologies: e-commerce, Global Scale, Platform Integration

LeCreuset

2016 - 2022 | Infrastructure Architect

Global brand serving 150+ locales across four worldwide data centers with unified codebase. Multi-region deployment supporting worldwide markets.

Key Achievements: - Unified codebase serving 150+ locales across 4 worldwide data centers with multi-region infrastructure - Established global deployment patterns and supported transition to Salesforce Commerce Cloud

Technologies: Global Deployment, Multi-region, High Availability

Olympus Digital Cameras

2015 - 2018 | Technical Lead

Initial implementation with product customizer and integrated social media services. Also built a Digital River payment module to allow them to migrate away from a sunsetted payment provider.

Key Achievements: - Product customizer with social media integration enabling user-generated content - Custom Digital River payment module enabling migration from sunsetted payment provider

Technologies: Product Customization, Social Integration

Skills

Solution Architecture & Pre-Sales (Expert)

Enterprise Architecture, Solution Consulting, Technical Design, Pre-Sales Engineering, RFP Response, Technical Discovery, Executive Presentations, C-Level Engagement, Discovery Workshops, Technical Leadership, Microservices, GraphQL, REST APIs, System Integration, Multi-region Architecture

Adobe Experience Cloud (Expert)

Adobe Commerce, Adobe Commerce Storefront, App Builder, Adobe Experience Manager (AEM), Edge Delivery Services, Universal Editor, Adobe Experience Platform (AEP), GenStudio, Customer Journey Analytics (CJA), Real-Time Customer Data Platform (RT-CDP)

Cloud Infrastructure & DevOps (Expert)

Kubernetes, Terraform, Docker, AWS, Azure, Google Cloud, GitHub Actions, CI/CD, Infrastructure as Code, Auto-scaling

Commerce Platforms (Expert)

Adobe Commerce, Magento 2, Open Mage, Salesforce Commerce Cloud, Shopify, Oracle Commerce Cloud

Languages

- **English:** Native speaker
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Additional Experience

Technology Officer, Waccamaw Indian People

2001 - Present

Twenty-five years of digital stewardship and technology governance for a South Carolina state-recognized tribe, serving 900+ enrolled members at waccamaw.org. Built and operate the platform of record for enrollment, governance documents, and the historical corpus, designed so the organization owns its own record and can outlast any vendor, funding cycle, or individual. The platform is the flagship instance of [orgware](#).

- Architected and operate the tribe's platform of record on Cloudflare Workers, D1, and R2, serving 900+ members at zero monthly hosting cost within free-tier limits
- Built a git-native governance corpus with cryptographic provenance, where every verified record is anchored to a SHA-256 hash of its source scan and adjudication is an auditable trail
- Designed a three-tier durability model (git as archival source of truth, point-in-time database backups, and off-site cold storage) indexing tribal records back to the early 1990s
- Established access classification (public, member, leadership) enforced in code, so sensitive genealogical and governance material is gated by policy rather than convention
- Long-term stewardship of member-facing digital services across two decades, spanning enrollment, communications, meetings, and cultural preservation