

Arthur Lawida, President commercetools Inc.

His career has spanned twenty years and several technology waves. From the first company he founded in 1989, he has been focused on a single concept: Freeing business innovation from technology limitations. A serial entrepreneur, Arthur Lawida has been focused on eCommerce and omni-channel commerce platforms and solutions since 1997. He has worked with almost every enterprise commerce platform and has led companies and teams that have delivered some of the largest commerce solutions on the planet.

As a recognized expert on omni-channel commerce, development methodologies and related organizational behavior, he intends to help disrupt the enterprise commerce platform market with a combination of new platform technologies, new development methodologies and new team configurations.

Profile

- Name:** Arthur Lawida
- Position:** President commercetools Inc.
- Location:** Durham, US
- Mission:** Totally disrupt the current market for buying and implementing enterprise commerce projects; make it easy to build and integrate a new commerce site.
- Must be:** Think about the big picture, focus on people and help them become enlightened.
- Not really:** Talk about unimportant things, gossip or lose in ping pong or tennis