

Kelly Goetsch, Chief Product Officer

Kelly Goetsch is Chief Product Officer at commercetools where he oversees product management, development and delivery. He came to commercetools from Oracle, where he led product management for their microservices initiatives. Kelly previously held senior-level product development and go-to-market responsibilities for key Oracle cloud products representing nine+ figures of revenue for Oracle. Prior to Oracle, he was a senior architect at ATG (acquired by Oracle), where he was instrumental to 31 large-scale ATG implementations. In his last years at ATG, he oversaw all of Walmart's implementations of ATG around the world.

Kelly has expertise in commerce, microservices, and distributed computing, having spoken and published extensively on these topics. He is the author of three books - APIs for Modern Commerce (O'Reilly, 2017), Microservices for Modern Commerce: Dramatically Increase Development Velocity by Applying Microservices to Commerce (O'Reilly, 2016) and E-Commerce in the Cloud: Bringing Elasticity to E-Commerce (O'Reilly, 2014). He holds a bachelor's degree in entrepreneurship and a master's degree in management information systems, both from the University of Illinois at Chicago. He holds three patents, including one key to distributed computing.

Profile

- Name:** Kelly Goetsch
- Position:** Chief Product Officer at commercetools
- Location:** An airport near you!
- Mission:** Slash through hype to apply cutting-edge technology to solve real-world problems
- Have to:** RSS! I have over a thousand meticulously organized RSS sources from every corner of the internet that I use to stay on top of every aspect of my life.
- Not really:** Talk about sports. I just don't have the sports gene - it's like colorblindness but for sports! I don't get it.