

Alex Elkins

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Head of Engineering · Security & Privacy Officer at Rovertown

13 yrs building high-traffic web platforms

• Summary

Engineering leader who pairs hands-on architecture with ownership of business outcomes. Runs engineering, security, and privacy for Rovertown, whose platform powers loyalty and mobile pay-at-pump for convenience store retailers: **\$60M+ in annual fuel sales** and **~9M production API requests a day**. Leads SOC 2 readiness as Security & Privacy Officer and sets the standards for code quality, testing, and delivery the team ships against. Still writes Laravel and designs on AWS.

• Employment

Head of Engineering

2026 – Present

Rovertown

c-store loyalty & mobile payments

St. Louis, MO

- Lead engineering for a SaaS platform serving convenience store retailers across loyalty, mobile pay-at-pump, and fuel integrations.
- As Security & Privacy Officer, built the SOC 2 program from scratch: business continuity and disaster recovery plans, risk register, change-management and code-review controls, and database access controls, and delivered the first auditor evidence package.
- Direct technical strategy, architecture review, and release planning across teams.
- Lead and mentor the engineering team, setting standards for code quality, testing, and delivery.

Principal Software Engineer

2020 – 2026

Rovertown

c-store loyalty & mobile payments

St. Louis, MO

- Integrated mobile pay-at-pump and loyalty APIs, driving **\$145M+ in fuel sales** across **3.9M+ transactions**.
- Scaled the core API platform (Laravel, Redis, AWS EB, MySQL), including coupon redemption, to **~9M production requests daily**.
- Led technical scoping, estimation, and release planning for cross-team projects, keeping delivery predictable and stakeholders aligned.
- Modernized a legacy admin portal by adding automated tests and CI/CD, cutting deployment risk and accelerating feature delivery.
- Mentored and coached engineers through code reviews and pairing sessions, promoting best practices and team growth.

Software Developer

2019 – 2020

IQventures

online consumer lending
Columbus, Ohio

- Built and maintained a loan management system (PHP, MySQL, JavaScript).
- Built and maintained a fraud detection system (Go).

Consultant

2018 – 2019

Improving

technology consulting
Columbus, Ohio

Web Developer

2018 – 2019

The J.M. Smucker Company

consumer food & pet brands
Orrville, Ohio

- Built high-traffic brand websites (Jif, Smucker's, Folgers, Dunkin', Meow Mix and others) and back-end .NET APIs.

Senior Software Developer

2015 – 2018

EXPRESS

specialty apparel retailer
Columbus, Ohio

- Built and ran the mobile point-of-sale fleet (4,000+ iOS devices) and its enterprise integrations.

Data Analyst

2013 – 2015

Verizon Wireless Premium Retailer

wireless retail stores
Columbus, Ohio

- Built internal Laravel web apps and led customer data analysis reported to senior management.

• Education

Bachelor's Degree

2012 – 2016

Technical Management

DeVry University

• Technical Skills

Leadership: Engineering management, technical strategy, architecture review, release planning, incident response, mentoring

Security & Compliance: SOC 2, business continuity & disaster recovery, change management, AWS IAM, secrets management

Cloud & Infrastructure: AWS (Elastic Beanstalk, Lambda, SQS, Kinesis, ElastiCache, RDS/Aurora, CloudFront), Terraform, Docker

Languages & Frameworks: PHP, Laravel, SQL/MySQL, Redis, JavaScript, Go, C#