



# Sergej Grivcov

Senior Director of Engineering · GoDaddy

Belgrade, Serbia

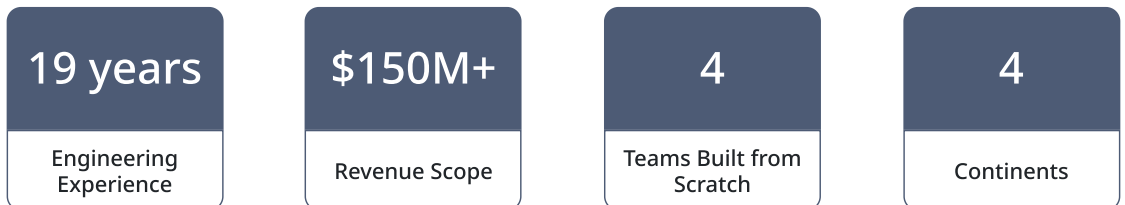
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## AT A GLANCE

Senior engineering leader with 19 years in software and 11 years leading large engineering organizations. Currently Single Threaded Owner for Managed Hosting for WordPress (~\$150M), accountable for engineering, product, and cross-functional execution. Known for building high-performing teams from nothing, turning around failing ones, and driving AI-native product innovation — including pioneering Airo for WordPress from a personal 10-day proof of concept to one of GoDaddy's core AI bets.



## HIGHLIGHTS

- Built the Airo for WordPress proof of concept personally in 10 days and led it through 1.5+ years of evolution — from workflow-based website creation to a true agentic AI platform supporting plugins, design, and e-commerce configuration. Featured at the Investor Dinner two years running; scaled to 30% new-site adoption and drove CSAT from 4.7 at launch to a sustained 5.5+/7, regularly peaking above 6.
- Led a complete organizational reset across three teams maintaining 10+ year old products tied to \$300M+/year in revenue — personally recruited, traveled on-site to lead knowledge transfer, and executed the transition with zero disruption. Saved \$1.5M annually; new teams delivered \$20M ARR in new revenue and outperformed their predecessors in every measure within 6 months.
- Inherited Managed WordPress after a security incident with 265,000+ of ~750,000 hosted sites infected. Rather than waiting on a year-long CTO-led initiative that wasn't delivering, built an independent remediation system — clearing infections to fewer than 10,000 in 90 days, as part of a CEO-visible comprehensive security plan.
- Inherited mid-project a US-based team with no clear path to migrating 1M mailboxes to Microsoft 365 — a \$100M+ deal — by EOY. Built a unified dashboard automating requirements, feature gates, delivery constraints, and pacing calculations that became the org's source of truth. Team hit the goal; the tooling was used for years after the project transferred.

## EXPERIENCE

GoDaddy  
July 2025 - Present

### Senior Director — STO, Managed Hosting for WordPress

Single Threaded Owner for Managed Hosting for WordPress, accountable for engineering, product, and cross-functional alignment across a ~\$150M business — leading an organization of managers and directors.

- Grew Airo for WordPress new-site adoption from ~10% to 30% of customers, driving CSAT from 4.8 to a sustained 5.5+/7 and regularly peaking above 6; launched Try Before You Buy with a 10%+ revenue lift. Featured for a second consecutive year at the Investor Dinner as one of GoDaddy's top AI products.
- Platform and product investment across the full MWP tenure is now in the numbers: MHWP churn fell from 3.1% in Q1 2023 to 2.3% in Q1 2026.
- Built systematic product intelligence that had been largely absent — 50+ customer interviews, 3,000+/mo NPS scores, and an AI-augmented analytics hub enabling on-demand product insight — and applied it: competitive benchmarks informed Premium Support implementation across 3 care teams alongside the President of Care.

## GoDaddy

August 2023 -  
July 2025

### Senior Director — Unified Control Plane

Inherited cPanel, VPS, and Plesk engineering on top of Managed WordPress. In early 2024, led a full organizational reset: rebuilt all three product teams in India from scratch within 3 months.

- Rebuilt three product engineering teams (~22 people) in India in 3 months, saving ~\$1.5M annually with zero disruption to \$300M+/year in products. Within 6 months, teams delivered PHP version monetization generating \$20M ARR and security upgrades required by an FTC ruling, growing throughput from 61 to 112 issues/month.
- Created the Airo for WordPress proof of concept in 10 days, secured cross-functional support, and released to customers in 3 months in time for the Investor Dinner — 5.13% website setup completion increase.
- Reduced incident detection time from 120 to 10 minutes and recovery time from 81 to 44 minutes; cut the MWP codebase by 35% and service count by 20% through platform consolidation.

## GoDaddy

September 2021 -  
August 2023

### Senior Director — Managed WordPress Engineering

Inherited a product with recurring security incidents, an unstable API, and no structured planning or goal-setting process.

- Built an independent malware remediation system when a year-long CTO-led initiative wasn't delivering — clearing 265,000+ infected sites (out of ~750,000 on the platform) to fewer than 10,000 in 90 days. Part of a broader 90-day security plan addressing authentication gaps and platform hardening, with CEO-level visibility.
- Stabilized the MWP API through full team replacement and structured knowledge transfer (11 years of legacy in 4 months); reduced on-call events from 5+/week to 2-3/month.
- Created a quarterly planning process adopted org-wide; evolved OKRs ahead of the company-wide rollout and improved delivery predictability to 80%+ plan accuracy.

## GoDaddy

January 2019 -  
September 2021

### Director of Software Development

- Inherited mid-project a US-based team with no delivery plan — led cross-timezone from Serbia with no prior relationship — and personally built the automation dashboard that mapped 1M mailboxes to their Microsoft 365 requirements, unlocked delivery, and became the org's source of truth. Team hit the EOY goal.
- Transformed Belgrade's talent pipeline from unable to hire a single engineer to 12 hires in 3 months — by building an engineering brand through blog posts and podcasts that candidates were actively citing as their reason for applying.

## GoDaddy

September 2016 -  
January 2019

### Senior Manager Software Development

- Sustained the Belgrade engineering office through a wave of post-acquisition turnover — engineers losing enthusiasm as startup culture gave way to corporate processes. Rebuilt team culture and delivery momentum; Belgrade went on to become GoDaddy's center of WordPress engineering excellence while similar offices from concurrent acquisitions were wound down.
- Maintained full delivery through the disruption — shipped the ManageWP-GoDaddy integration in 3 months, onboarded replacements in under a month with redesigned processes, and delivered an uptime monitoring system over a single weekend that others had scoped at weeks.

## ManageWP

January 2015 -  
September 2016

### Head of Software Engineering

Built a 10-person engineering team from scratch and delivered ManageWP — still the leading WordPress website management platform — leading to GoDaddy's acquisition of the team and product in 2016.

September 2007 -  
January 2015

### Software Developer

Started with paid freelance work at 14 — business applications and similar — while building game engines and graphics systems for the love of it; won a regional programming competition enough times to be barred from future entry. Studied Computer Science at university in parallel with a startup job, passing everything first attempt; left mid-way when a professor scored the work highest in the room but not the maximum, because it wasn't in the textbook. After the startup's gaming pivot failed, earned a product engineering role and was promoted to Head of Software Engineering within a year.