

Megan Allison Wade

Marketing Technology & Data Leader · Privacy-First Customer Data, CDP & Identity · GDPR / EU AI Act

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Profile

Marketing technology and data leader with 15+ years building the systems — and the teams — that turn customer data into growth without compromising user trust. I specialize in marketing technology made compliant: customer data platforms, identity resolution, and first-party data strategy engineered for GDPR, ePrivacy, and the EU AI Act from the ground up. I'm typically brought in when organizations need to connect domains that don't yet share a common language — fluent with both data engineers and commercial stakeholders, and equally comfortable leading a large cross-functional org or shipping production code myself. Most recently a privacy-engineering and tech-policy specialist; earlier a VP-level domain leader, and before that scaled experimentation at Delivery Hero and e-commerce at Gap Inc.

Core Expertise

Marketing Technology & Customer Data — Marketing technology architecture · Customer Data Platform (CDP) · CRM technology · identity resolution · first-party data strategy · personalization · attribution

Privacy, Policy & Compliance — Privacy engineering · privacy-by-design · GDPR · ePrivacy · EU AI Act · DSA · consent management (CMP) · data governance · EU regulatory affairs (DMA)

Data, Experimentation & AI — Data platform & analytics · A/B testing & experimentation · applied AI / machine learning · agentic AI development · ML identity resolution

Leadership & Building — Product, engineering & data leadership · cross-functional, domain-driven org design (eg. Team Topologies) · org scaling & talent development · technical-to-commercial translation · hands-on full-stack build (React, AWS, Bedrock)

Professional Experience

idealo internet GmbH (Axel Springer Group) — Berlin

Principal Strategist, Technology Policy & Privacy Engineering · Sept 2025 – Present

- Translate fast-moving EU digital regulation (GDPR, ePrivacy, EU AI Act, DSA) into concrete technical and organizational decisions, bridging Legal, Information Security, Product, and Data.
- Built internal EU AI Act compliance frameworks and privacy-by-design / security-by-default approaches usable by product and engineering teams.
- Technical expert supporting EU technology-policy and regulatory engagement in Brussels, including authoring a European Commission regulatory consultation response.
- Designed and shipped a live internal **agentic-AI application** (React, AWS Lambda, Amazon Bedrock) that streamlines legal and AI-compliance review — built hands-on, out of an internal AI hackathon.

Domain Lead (Director / VP), Marketing Technology & User Data · April 2021 – Sept 2025

- Led a cross-functional organization of ~50 (product, engineering, data science) — expanding to a ~140-person span at its peak — owning user acquisition & retention, web tracking & consent, customer data and profiling, ML decisioning, and the core data platform (Snowflake + AWS). Led a highly engaged organization, with top-tier team-engagement scores.
- Built **consent-aware customer identity from scratch** — a GDPR-by-design identity graph (purpose-separated, consent-tiered identifiers; right-to-erasure that propagates through the graph; envelope encryption) that off-the-shelf CDPs could not provide — replacing a legacy identifier that predated modern consent requirements.
- Stood up first-party tracking and consent management, a Customer Data Platform, and an experimentation platform on the data lake.

- Drove first-party data and retention strategy — including an ML-based approach to marketing-mix modeling (connecting acquisition spend to downstream value) and early-lifecycle activation work that lifted earnings per retained user.
- Co-led a merged platform-and-data domain as a leadership tandem; re-architected ~4 product areas on Team Topologies / Domain-Driven Design while running an AWS migration, data mesh, and automated data governance, backed by a quantified efficiency and cost-savings business case.
- Team recognition: leads presented at We Are Developers 2022 (“Experimentation After the Cookie Reckoning”); the ML team was featured in an AWS customer-success case study for offer personalization.

Delivery Hero — Berlin & international

Senior Director, Growth & Experimentation · Dec 2018 – Mar 2021

- Built company-wide experimentation and decision-making capability across a high-growth, multi-market environment (40+ markets).
- Built the “Growth Tribe” (CDP, consent, experimentation, UX design system); cut Braze tooling cost 40% and design-system time-to-market 50%; instrumented a company-wide KPI Driver Tree.
- Taught teams in Singapore, Montevideo, Oslo, and Istanbul to move from intuition to evidence — the translator between product, engineering, analytics, and business.

Gap Inc. / Old Navy — San Francisco

Senior Director, E-Commerce Experience (2017–18) · **Director, E-Commerce + Digital** (2015–17) · (at Gap Inc. since 2011)

- Dual product + marketing leadership through Old Navy’s digital transformation: customer segmentation and site modernization, A/B testing and conversion optimization, CDP + web-analytics integration, and the groundwork for ML-driven targeting and personalization.
- As P&L owner for Old Navy Online: **+13% YoY revenue growth and -4% IT cost**; a checkout redesign cut abandonment 3.5% (**+\$1M in 6 months**); scaled the team to 55 and grew customer-review volume 75%.
- Earlier at Gap Inc.: Senior Digital Producer (2013–15) and Digital Media Producer (2011–13) — omni-channel campaigns, analytics culture, and early experimentation.

Earlier career — San Francisco (2005–2011)

Product Manager, Rogue Paper (2011 — mobile apps; US / Scandinavia / Brazil). Earlier dual legal-and-tech and civic-policy roles — commercial-real-estate paralegal & webmaster, and a Board of Supervisors policy internship — the roots of today’s privacy, legal-technology, and policy work.

Advisory & Due Diligence

- **M&A target assessment and due diligence (PE-style)** at idealo / Axel Springer; advised a **UK technology regulator** on GDPR-compliant referral-tracking alternatives.
- Conducted technical and operational due diligence on acquisition targets at idealo and Delivery Hero (infrastructure, operations, data integrity); fractional consulting VP at **Pixlee** (marketing-technology SaaS), advising on enterprise go-to-market.
- Startup mentor at **Techstars** (multi-year), coaching founder teams on product, data, and go-to-market.

Education & Certifications

University of San Francisco — B.S., Economics (2001–2004) **General Assembly** — Certificate, Data Science (2015) · **City College of San Francisco** — Certificate, Information Technology / Web Development (2010–2012) · Design Thinking, **Stanford d.school**

Certifications: SQL: Data Reporting & Analysis · Mastering Self-Leadership · idealo “AI Innovation Weeks 2026 — AI Usage Track Champion”

Languages — English (native) · German (elementary)