Will Nielsen

Director, Artificial Intelligence & Automation at New Relic
Dallas, Texas, United States · https://www.linkedin.com/in/willnielsen · https://github.com/wjn

Outcome-oriented technology and people leader with 20 years of experience delivering enterprise-level software, systems integrations, and operations for publicly held and private organizations.

Experience

Director, Artificial Intelligence & Automation — New Relic Jun 2026 – Present

Dallas, Texas (remote), worldwide
- Recruited to build and scale AI & Automation as a new discipline at New Relic, leading 6 teams worldwide
- Building an AI-first product delivery model to compress the ideation-to-adoption cycle and replace ad hoc AI experimentation with a repeatable pipeline; significant portions already delivered
- Delivering AI & Automation within New Relic's DoD Impact Level 4 (IL4) operating environment

Director, Query & Limits Platforms — New Relic Jun 2025 – Jun 2026

Dallas, Texas (remote), worldwide
- Reduced COGS by ~$60M
- Removed the #1 driver of New Relic customer churn by coordinating across 14 teams to deliver spend transparency and controls for enterprise customers
- Doubled Limits Platform adoption

Head of Limits, Language, Metering, and Query Gateway — New Relic Nov 2023 – Jun 2025

Dallas, Texas (remote), worldwide
- Single-threaded leader for metering and limits primitives, core to consumption-native strategic vision
- Drove a 40% query performance improvement in 2023
- Delivered strategic features that grew New Relic Logging demand by >$30M ARR

Senior Software Engineering Manager — New Relic, Inc. Apr 2022 – Nov 2023

Dallas, Texas (remote), worldwide
- Led query performance and feature initiatives improving customer delight while reducing COGS
- Co-led the Access ERG serving New Relic's neurodiverse and disabled team members
- Sustained employee engagement scores 30% higher than company average

Software Engineering Manager — New Relic, Inc. Jul 2020 – Apr 2022

Dallas, Texas (remote), worldwide
- Facilitated delivery of key aspects of New Relic's cloud migration
- Led teams responsible for storing and querying thousands of PBs of data at hundreds of GB/s
- Sustained employee engagement scores 30% higher than company average

Manager of Software Engineering — Cox Automotive Inc. Mar 2017 – Dec 2019

Dallas, Texas
- Led 3 Agile Scrum teams (19 reports total) for Dealer.com's largest revenue client
- Drove quality and automation initiatives toward CI/CD
- Developed multiple team leaders

Senior Web Developer — Cox Automotive Inc. Jan 2017 – Mar 2017

Dallas, Texas
- Led a top-performing cross-functional Scrum team
- Built front-end solutions (JavaScript, React, Angular, Node.js) for Dealertrack's Shift Media accounts (Mercedes, BMW, Lexus, VW, Land Rover, Jaguar, Acura)

Web Developer — Cox Automotive Inc. May 2015 – Dec 2016

Dallas, Texas

Lead Engineer — Sq1 May 2014 – May 2015

Dallas, Texas

- Managed two engineering teams serving clients including Shell Oil, Jiffy Lube, Daikin
- Delivered the largest project in agency history: the Jiffy Lube web application (jiffylube.com, Feb 2015)

Owner — Nielsen Digital Jun 2002 – Apr 2014

Dallas, Texas; Greater Philadelphia Area

- Ran a full-service digital marketing and branding company
- Managed teams of 2-6 across local and remote projects spanning weeks to multiple years
- Involved in design, architecture, development, testing, debugging, and maintenance

Education

Texas Tech University — Bachelor of Arts (B.A.) 1992 – 1996

Western Governors University — Software Engineering (degree not completed — left to join Sq1) 2013 – 2014

Westminster Theological Seminary — Master of Divinity (M.Div.) — 124 credit hours of graduate research and writing in three languages 2002 – 2006

Certifications

- **AWS Certified Cloud Practitioner** — Amazon Web Services (AWS) (Jul 2024 – Jul 2027)

Skills

- **leadership:** Strategic Vision, Strategic Planning, Leadership Development, Team Leadership, Coaching, Mentoring
- **technical:** Generative AI, Automation, AI-SDLC, LLM Gateways, Machine Learning, AWS Cloud-Native Architecture, Solution Architecture, Enterprise Architecture, Query Language Design, Database Design, SQL, MySQL, MongoDB
- **domain:** Consumption-Native SaaS, Revenue Growth, Profit Growth, Platform Development, Engineering Excellence

Languages

- English — native
- German — B1 course in progress; Goethe-Zertifikat B1 exam planned for early summer 2027