

EXPERTISE

Technical & engineering leadership
Solution & enterprise architecture
Vendor-neutral digital transformation
Applied & agentic AI
Composable DXP & commerce
Multi-cloud: AWS · Azure · GCP
Pre-sales & new business
Platforms: Sitecore · Contentful · Contentstack · Shopify
Search, personalization & integration: Coveo · Bloomreach · Jitterbit
Modern web: React · Next.js · Node.js · TypeScript
Team building & mentoring
Content modelling
Design systems and tokenization

CERTIFICATIONS

AWS

Certified AI Practitioner · Cloud Practitioner · Developer Associate & Solutions Architect Associate (in progress)

Microsoft Azure

Developer & Administrator Associate · IoT Specialty · AI / Data / Fundamentals

Sitecore

XM Cloud Developer · Personalize · CDP · OrderCloud · System Admin 10

Contentful

Certified Professional · Content Manager · Personalization

Shopify

Foundations · Liquid Storefronts

AI & data

Copilot for Security · AI for Business Growth · Data Analytics (Cisco)

LANGUAGES

English (Professional)
German (Limited)

EDUCATION

MSc Computer Software Engineering

University of Szeged

SELECT BRANDS

Mercedes-Benz · Jaguar Land Rover · Aston Martin · Microsoft · Dublin Airport · Vodafone · HSBC · A&O Shearman · Shell · BASF · GSK · GE Healthcare · Adidas · Red Bull · PepsiCo · Nestlé · WPP · Motability

INTERESTS

Travelling with my wife, and the dogs when we can · Baking & cooking (and good at it) · Motorsports: F1 · NASCAR · IndyCar · MotoGP · NFL & flag football · Hardcore Nirvana fan · Science, sci-fi & space (Apollo-era devotee, Saturn V forever) · Craft beer & a proper IPA

Péter Schmíz

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Technology- and cloud-agnostic leader with 20+ years in the digital industry, from hands-on front-end engineering to the CTO chair. I work where technology, business and strategy meet: turning ambiguous problems into scalable, vendor-neutral architecture, shaping solution vision in pre-sales and client workshops, and growing the teams that build it. My profile is broad by design, with several deep spikes across engineering, solution architecture, multi-cloud, composable DXP & commerce, and applied AI, all held together by strategy, clear communication and storytelling. Much of that depth now sits in AI: I design and evaluate agentic, orchestrated workflows, weave AI tooling into everyday delivery, and stand up fast proofs-of-concept that move ideas to value. Known for realistic thinking, learning fast, and high-quality delivery.

EXPERIENCE

Director of Technology

VML Hungary · Budapest · Oct 2025 - Present

Lead the technology team and the architecture practice, owning vendor-neutral standards across DXP, composable commerce, multi-cloud and applied AI, aligned to global frameworks. Client-facing throughout: represent and explain technology decisions in client calls, provide consultancy, and advise new business via RFPs, workshops and the bid-process framework across legal, automotive, financial-services, real-estate, energy and FMCG clients. Own agentic-AI initiatives (agent audit; authored agent system prompts) and fast proofs-of-concept; mentor architects, grow the talent pipeline and drive process improvement for teams and clients.

Chief Technology Officer

VML Hungary · Budapest · Jan 2024 - Oct 2025

Set technology direction across multi-cloud (AWS / Azure / GCP) and composable commerce; led DXP/CMS migrations (Sitecore XM Cloud, Contentstack) and built accelerators and PoCs, including a working proof-of-concept inside a winning RFP. Began weaving AI tooling into everyday delivery.

Chief Technology Officer / Deputy CEO

Wunderman Thompson Commerce & Technology · Budapest · Dec 2020 - Jan 2024

As CTO and Deputy CEO, set the technology direction for the Budapest practice and represented it on the global Tech Council. Built and scaled multi-disciplinary teams across .NET/Sitecore, Drupal, React, mobile and QA, and established delivery and quality standards. Acted as senior technical authority in pre-sales and client engagements, consulting global brands on digital transformation, while mentoring team leads and delivery managers.

Chief Technology Officer / Deputy CEO

Mirum Budapest · Mar 2020 - Dec 2020

As CTO and Deputy CEO, supported the Budapest technology organisation through its merger into the Wunderman Thompson network, aligning teams, delivery practices and the technology stack across the two agencies. Maintained delivery momentum and client continuity throughout the transition while contributing to the combined technical capability.

Delivery Director / Technical Director

POSSIBLE (now Mirum) · Budapest · Nov 2017 - Mar 2020

Owned overall delivery and the technical/strategic direction of the Budapest office, accountable for quality and on-time delivery across the client portfolio. Contributed to business development, shaping pitches, estimates and solution approaches for new and existing clients. Drove early R&D in AI/ML, conversational AI and IoT, prototyping emerging-tech concepts that fed into client innovation.

Head of Front-End, Lead and Senior FE Developer

POSSIBLE · Budapest · 2011 - 2017

Grew from senior front-end developer to leading the front-end discipline, building and mentoring the team as it scaled. Modernised the practice, introducing ES6, SCSS/BEM, Node and WebGL, alongside CI/CD pipelines and strict code-quality reviews. Set the front-end architecture and standards that underpinned delivery for major brand clients, raising both engineering quality and team capability.

Freelance Web Developer · PHP Developer

Szeged · 2005 - 2011

Started in web building data-driven sites and applications in PHP, then went independent, delivering front-end, Flash and PHP projects for a range of clients. Built the Hungarian Subaru website and an interactive car configurator, sharpening the hands-on engineering craft that still grounds the architecture and technology decisions made today.