

# Alejandro Falkowski

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Australian Citizen, Lithuanian Citizen

## PERSONAL STATEMENT

My passion for technology has seen me traverse the different types of roles within IT. My operational, architectural and commercial background has given me strong leadership skills, due to the strong exposure to different business units.

## EMPLOYMENT

**Engineering Manager – Developer Experience, Data Engineering** Emma – The Sleep Company  
06-23 > Current

### Achievements

- o Acted as a **Technical Product Manager**, by introducing **PRDs** and participating in the planning process.
- o Leveraged **RFCs/ADRs** for alignment with teams.
- o Helped push our **Incident Management Process**.
- o Helped standardise **Observability, Pipelines** and **Security** with fellow team members.
- o Introduced ways to help with **productivity (surveys, metrics, dashboards)**.
- o Helped standardise the **Information Architecture** of our documentation.
- o Introduced widely read **Changelog** for our teams.
- o Helped refine **agility** in the teams.
- o Helped define and become a trusted source in tech hiring.
- o Helped define **Staff+ Engineering**.
- o Helped define, **purpose mission and vision**.
- o Fostered a **cost reduction** mindset (**zesty, dashboards**).
- o Managed a team of 10 engineers reporting to the Head Of Engineering.

## Staff Engineering Manager – InfraOps, Core Services Sennder 07-22 > 06-23

### Achievements

- o Acted as interim **Technical Product Manager**, by introducing a **PRDs** and participating in the planning process.
- o Introduced a process with **RFCs/ADRs**. For alignment with teams.
- o Helped standardise tooling around, **Terraform, Kubernetes, Helm, Crossplane**, and **GitLab**.
- o Took over the **Incident Management Process (Detect, Respond, Resolve, Learn)**.
- o Helped standardise **SRE** with fellow team members.
- o Helped standardise the use of **Auth0** and **service security**.
- o Close collaboration with **AWS, DataDog**, and **Confluent**.
- o Provided guidance to standardise **Kafka** as the chosen event-driven architecture.
- o Worked closely with an **Agile coach** to improve my coaching and presentation skills.
- o Managed 2 teams of fantastic engineers. The teams are InfraOps and Core Services.
- o Helped define and become a trusted source in tech hiring.
- o Helped define **Staff+ Engineering**.
- o Helped define, **purpose mission and vision**.
- o Cost reduction with **Zesty**.
- o Managed a team of 9 engineers reporting to the Director Of Engineering.

## Staff Software Engineer DeliveryHero 02-21 > 07-22

### Achievements

- o Implemented **GeoLocator API** (connected to Google, Here and TPL maps).
- o Implemented [Pelias](#).
- o Introduced BDD concepts.
- o Worked closely with Infrastructure team to have better DevOps synergy.
- o Worked with a team of 10 engineers reporting to the Engineering Manager.

## Architecture Lead Gelato 03-19 > 02-21

### Achievements

- o Implemented Connect API an API that connects Print Partners to the Gelato Platform.
- o Implemented important diagrams of the systems using **C4 Model**.
- o Provided guidance in deciding what 3<sup>rd</sup> Party software to use as part of the **procurement** process.
- o Provided guidance in building **fault tolerant** software.
- o Provided guidance in designing **Microservices** using **Domain Driven Design**.
- o Implemented with the coordination with Team Leads to have a strong **Code Review** process.
- o Helped provide a standard for **Go Microservices** using [Go kit](#) and following a [project structure](#).
- o Implemented prototypes as a method to trial and teach techniques.
- o Implemented a **continuous learning culture** by providing a book club.
- o Implemented a standard regarding **API design/versioning** using **gRPC** and **Swagger**.
- o Responsible for hiring engineers and help drive the process
- o Reported to the CTO and lead a team of 5 engineers.

## Backend Lead WUNDER MOBILITY 08-18 > 02-19

### Achievements

- o Maintained the carpooling product built in **Elixir 1.6.5** using **PostgreSQL**, **Neo4j**, **Elasticsearch**.
- o Acted as **Product Owner** for a Performance Team. This team consisted of 3 engineers and was in charge implementing best practices and KPI's for the backend.
- o Designed the Fleet architecture using **Domain Driven Design** and **Microservices**.
- o Implemented the Fleet product using **NodeJS** with **TypeScript**.
- o Implemented infrastructure automation using **Google Cloud**.
- o Responsible for hiring engineers.
- o Reported to the CTO and lead a team of 7 engineers.

## CTO CASHCOWPRO 04-17 > 08-18

### Achievements

- o Designed a Road Map and acted as Product Owner using Lean Methodologies (**Kanban**, **Lean Software Development**).
- o Implemented the usage of **Specification By Example** and **BDD**.
- o Designed a system that allowed amazon sellers to discover best selling products on amazon, this gave them ideas on what to sell. This was implemented using microservices written in **Go**, **Elixir** and **Ruby**. It used **RabbitMQ** as the communication layer and **PostgreSQL** as the backend.
- o Maintained a **Rails 4.2** monolithic website using **MongoDB**, **MySQL**, **Apache Solr**. We tackled reliability, scalability, maintainability issues. This system contained Orders, A/B Tests, Keyword Tracking and Feedback/Messaging.
- o Implemented infrastructure automation using **SaltStack**.
- o Implemented retrospectives with a no blame!
- o Implemented a continuous improvement/learning culture.
- o Responsible for hiring engineers. This included coming up with tests and a simple

process using Kanban.

- o Reported to the CEO and lead a team of 3-6 engineers.

### **Technology Associate** Segantii Capital Management 03-15 > 04-17

#### Achievements

- o Designed and implemented a website that automated order uploading with [Trading Screen](#), order matching using [Traiana](#) and order management with [Imagine Software](#)
- o Implemented a **Rails 4.2** website using **PostgreSQL**, designed using individual Rails Engines. This allowed us to make sure we could work on features in a more streamlined way.
- o Implemented Lean Methodologies (Kanban, Lean Software Development) using ideas from the "The Goal" and "Product Development Flow".
- o Implemented Services using **Elixir 1.3**, **Clojure 1.8** and **Java 1.8**. Trying out new technologies to make sure we could reach better agility.
- o Introduced **Infrastructure as Code** using **Heroku**, **AWS** and **Docker**
- o Leading the direction of **BDD** using **Cucumber**.
- o Leading the direction of **DevOps** culture using **OpsGenie**.
- o Responsible for hiring engineers. From Junior to Senior.
- o Reported to the Head of technology and lead a team of 2 engineers.

### **Senior Ruby Consultant** Macquarie University 05-14 > 03-15

#### Achievements

- o Maintenance of iTeach and Unit Guides. Implemented using **Rails 4/Angular JS** running on **Ruby 2.1** and **Oracle 11g**.
- o Implemented **Rails best practices**, **Security best practices** and **object oriented/functional concepts**.
- o Implemented Lean Methodologies (**Kanban**, **Lean Software Development**)
- o Introduced concepts of Continuous Delivery, using **Teamcity/Capistrano/Chef**
- o Introduced Infrastructure as Code using **Chef** and **FPM**
- o Introduced metrics gathering using **NewRelic**. This helped us diagnose and optimise the system.
- o Streamlined testing strategies. This was important to decrease the build times and better use of **BDD**.

### **Ruby Consultant** NBN CO 11-13 > 05-14

#### Achievements

- o Implemented NBN forms with **Rails/AngularJS** using **JRuby**.
- o Implemented analytics gem that is used on all Ruby sites.
- o Implemented testing gem to reuse common functionality with **RSpec**, **Cucumber** and **Capybara**.
- o Implemented deployment gem to reuse common functionality with packaging and maintaining versions of Ruby using **RVM**.
- o Coordinated releases using **Continuous Delivery** by implementing a library that streamlined the process.
- o Introduced object oriented/functional concepts in Rails.

## Lead Engineer PINCHme 05-13 > 11-13

### Achievements

- o Implemented new version of PINCHme website using **Ruby on Rails 3**, **Backbone** and **Marionette**.
- o Implemented social interactions with **Gigya**.
- o Implemented full cloud automation on **AWS** using **Elastic Beanstalk** and a custom tool called mist.
- o Implemented **Specification by Example** using **RSpec** and **Cucumber**.
- o Introduced agile concepts (Kanban, Retrospectives, etc)
- o Reported to the CTO and lead a team of 2 developers.
- o Responsible for the hiring process.

## Platform Architect The Zoo 02-13 > 5-13

### Achievements

- o Define and implement [Lean Projects](#).
- o Implement a central part of the Optus ecosystem with Optus YES Central.
- o Implementing BDD using [System.Spec](#)
- o Leading the technical direction of projects using **Ruby** and **C#**.
- o Leading the direction of Release Management using Ruby ([albacore](#)) and [roundhouse](#) for database migrations.
- o Reported to the CTO and lead a team of 3 developers.

## Technical Team Lead/Architect ninemsn 09-11 > 02-13

### Achievements

- o Launch of Australia's biggest news site using Sitecore with **ASP.NET MVC**
- o Leading a team that brought to life DevOps.
- o Leading architecture decisions with **BDD** using SpecFlow, RSpec and Cucumber.
- o Implementing lean/agile methodologies using **Kanban**.
- o Implemented solution using **Amazon Web Services**.
- o Implemented infrastructure as code using AWS SDK for Ruby, Puppet and PowerShell.
- o Lead a team of 5-10 developers.

## Technology Environment Manager ninemsn 06-11 > 08-11

### Achievements

- o Developing and managing the CMS Pilot program release management process.
- o Introducing the team to lean methodologies.
- o Implementing continuous integration and introducing continuous delivery.
- o Implemented code metrics and analysis.

## Solution Architect 5th Finger/ninemsn 04-09 > 05-11

### Achievements

- o Actively leading the direction of the platform.
- o Introducing **Test Driven Development** to the Mobile Team using **NUnit**.
- o Actively speaking about Continuous Integration/Delivery.

- o Redesign and implementation of the Mobile Framework using WURLF and DeviceAtlas.
- o Guiding the architecture and addressing the issues of device detection.
- o Rebuilding the air-cast UI using a **Model-View-Presenter pattern in ASP.NET**.

#### **Program Manager** 5th Finger/ninemsn 04-06 > 03-09

##### Achievements

- o Leading and managing a team of 5 developers which delivered projects from 3 different revenue streams.
- o Traditional project management, stakeholder management, pipeline management and resource allocation.
- o Direct relationships with third party development teams.
- o Working with stakeholders to customise our delivery process to be as effective as possible using agile methodologies.
- o Designing solutions for our SMS/on-line campaigns, for clients like Channel V, Coca Cola, Vodafone, Universal Music, Fosters, Channel 9.
- o Providing development best practices, such as extreme programming.

#### **Senior Programmer** 5th Finger/ninemsn 09-05 > 03-06

##### Achievements

- o Enhancing the air-cast UI. Migrating from classic ASP to **ASP.NET WebForms** using **C#**
- o Providing endpoint solutions using web services. Such as List Management Service, Credit Service, Photo Service
- o Implementing custom solutions for our SMS/on-line campaigns, for clients like Channel V, Coca Cola, Vodafone, Universal Music, Fosters, Channel 9
- o Using object-oriented methodologies and proven design patterns.

#### **Senior Programmer** Solid .NET Solutions 09-04 > 08-05

##### Achievements

- o Developing a code generator,
- o Creating the UI using Windows Forms and building custom controls.
- o Complete source code generation using CodeDOM, Reflection, and XML and XPath technologies.
- o Syntax highlighter using rich format text.
- o Designing the company web site. Everything from the graphics to the HTML. This was done using Photoshop CS software and Dreamweaver.

#### **Senior Programmer** Synopsis Solutions 09-03 > 08-04

##### Achievements

- o Developing additional features to DebTrak a comprehensive debt collection system used by major credit collection companies
- o Presenting design decisions to a team of software developers.
- o Implementing the legal system of the application.
- o Writing crystal reports for the application.
- o Liaison with clients.

#### Achievements

- o Design of infrastructure using Linux technologies.
- o Managing deployments of applications
- o Implementing MLC Flexiplan/Sprintpak Brochure Ordering System using **Java**.
- o Implementing Nortel Networks Lead Management Tool using **Java**.
- o Implementing AAP Bulletin Builder using **Java**.

#### EDUCATION

- o The University of Sydney  
Bachelor of Engineering (Electrical Engineering) Honours Class II, Division 2.
- o SAE Institute  
Audio Engineering Diploma - AQTF Diploma of Music Industry [Technical Production] CUS50201

#### PERSONAL INTERESTS

- I love anything audio related.
- I work on a few projects on [github](#). Sharpens my skills.
- I love reading lots of technical books and blogs. Continuous improvement is an important aspect of my personality.