

# Asim Aslam

I am a startup founder, former engineer and entrepreneur who has built products and teams in the developer tools and open source ecosystem. I was most recently head of product development for M3O, an API platform launched from within Micro. And raised \$2m as a solo founder for that endeavour. I'm now transitioning to product management and leadership roles for others.

## **Employment**

**Micro, Founder** *London UK*

**May 2015 - Present**

Micro started as an open source project for distributed systems development. It was sponsored by Sixt, the German car rental enterprise, and grew to a community of 4k members, with hundreds of companies adopting it. Micro has since become a VC funded company, raising \$2m in seed funding from Blossom Capital, Lightspeed Ventures, Ross Mason and others. The funding was used to build an API platform, M3O.com. More recently we started work on Mu, a consumer facing app to compliment our tools.

Duties at Micro:

- Wrote the software for the original project called Go Micro
- Scaled a community of 4k developers and hundreds of users
- Raised \$2m in seed funding from tier 1 investors globally
- Hired and built the team and led the product development

**Hailo, Software Engineer** *London UK*

**Aug 2013 – May 2015**

I joined Hailo in 2013 to help build a global services platform alongside a high performing team and scale Hailo's product to 100 cities. Our mission was to rearchitect Hailo's platform from the ground up to make developers 10x more productive and help the product to compete with Uber.

Duties at Hailo:

- Platform engineer working on globally distributed systems and related tools
- Software development in the programming languages Go and javascript
- Automation and scaling using cloud based infrastructure such as AWS
- Responsible for provisioning, logging and monitoring services

**Google, Site Reliability Engineer** *London UK*

**Aug 2011 – March 2013**

BeatThatQuote.com was acquired by Google in 2011. Our focus as part of the acquisition was to deliver a new price comparison service. Taking our existing knowledge of technology and relationships with partners we built an entirely new product on Google's platform faster than anyone had previously achieved.

Duties and responsibilities:

- Migrated or deprecated all systems in previous HQ and integrated BTQ acquisition technologies
- Managed infrastructure design and deployment across hybrid datacenter and hosting providers
- Integrated backups using Google's storage systems; including encryption and fault tolerance
- Analyzed, benchmarked and evaluated the service to determine it's viability for end users

**BeatThatQuote.com, System Administrator** *London UK*

**Feb 2007 – July 2011**

Upon joining the company my primary responsibilities were to maintain and manage the production infrastructure, development servers and backup systems. Additionally, I was responsible for performance and scalability of the system architecture and cost savings strategies.

- Managed all systems in development and production
- Performance and scalability of production architecture
- Ensured business continuity through high availability and DR strategies
- Worked with engineering, sales, product and marketing based on customer needs

---

**Certifications**    CCNA (2006)

**Education**        Napier University, BEng Computer Networks and Distributed Systems – Distinction (2006)