Ben Orozco

Software Engineering Lead - Full Stack Developer

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VP Eng & CTO of SaaS startups in U.S. & LatAm. Product-minded Software engineer specialized in leading technical teams and full stack development. Passionate on building scalable products with a strong focus on user experience. Proven track record building, growing and mentoring engineering teams with a people-first mindset and deep sense of ownership, leveraging people & technology to tackle real-world problems. Looking for new big challenges in the intersection of B2B software, AI & Internet tech.

💼 Experience

Apptegy — apptegy.com
🌐 Remote   📍 Little Rock, AR 🇺🇸   📅 2020 - Present (5yr)

Industry-leading EdTech SaaS company with 6,000+ school districts in the US & Canada and 10MM+ of active users.

VP of Engineering   📍 Monterrey, MX 🇲🇽   📅 Apr 2021 - Present

⌃ Shipped & scaled a suite of industry-leading products with quality and cadence in a high-growth Series-B EdTech startup.

- Help hiring, forming & leading a team of 140+ Engineers on both sides of the border by building a high-performance yet thoughtful engineering culture. Enabler for growth & learning, facilitating continuous improvement and seek of excellence.
- Participated in organizational restructuring when transitioning to a mature scale-up company towards Series-C 100MM+ ARR, focusing on strategy, planning, and execution of established processes, implementing org restructuring, planning frameworks, and delivery systems for sustained high-growth.
- Lead AI enablement projects across the Engineering organization, advocating adoption & best practices for tools such as `Cursor`, `Claude`, `CodeRabbit`, `Gemini`, etc. which lead to a 10% increase in productivity and 60% reduction in code review time.
- Led architecting & shipping of multiple high-impact services & products with consistent cadence & quality, ensuring uptime and scalability for millions of end-users.
- Advocated a significant cost-reduction, simplification & refactoring of gRPC-based microservices architecture & in-house frameworks following Domain-Driven Design (DDD) principles.

`Leadership` `Management` `Hiring` `Mentoring` `Agile` `Architecture`

Lead Software Engineer   📍 Monterrey, MX 🇲🇽   📅 Mar 2020 - Abr 2021

⌃ As part of the nascent engineering organization, I helped planting the seeds & building the foundations, architected, hands-on coded, delivered, refactored & scaled during an early stage of the company and through the scale from ~500 to 2,000+ school districts. Lead the platform & infrastructure teams working on new and existing products, building internal & user-facing components on top of a service oriented architecture during rapid scale-up.

- Hands-on development of Thrillshare platform and APIs mainly in `Ruby on Rails`, supporting Vue.js & Mobile (iOS & Android) clients.
- Advocate best design, architecture, coding practices, peer reviewing & unit testing across the Engineering organization
- Developed greenfield Ruby on Rails outpost services following SOA (service-oriented architecture):
  - Auth: With a constant inflow of 1,000's of new users, implemented an AuthN/Z identity provider based on `OAuth2` & `OpenID Connect` standards to support SSO (Single Sign-on) and User Management across existing and newer Apptegy's products
  - Alerts: Due to a spike in usage of our alerting services, from 10's to 1,000's of notifications per minute, we required to scale it up by implementing a Multi-channel (SMS/Voice/TTS/Push), multi-provider (Twilio, Sendgrid, Facebook, Twitter) & multi-language relay service for school district notifications
  - Among other projects I lead: Forms & surveys builder, ETL pipeline revamp, Translation service, Emails newsletters & marketing campaigns, Learning-management-system & Real-time horizontally-scalable Chat messaging system
- Supporting Micro-services built with `Ruby`, `Roda` micro-framework & `Sidekiq` : Analytics, Data Management, Translations, Learning Management System.
- DevOps, CI/CD and release managment deploying in `AWS` : `EC2`, `ELB`, `EKS`, `RDS`, `S3` clusters using `Capistrano` & `Kubernetes`
- Scrum master working with Product team following Agile methodologies.
- Interview backend & full-stack candidates while onboarding new hires.

`Technical Leadership` `Agile` `System Design` `Architecture` `Code Review` `Unit Testing`

Brokerlit — brokerlit.com
📍 Monterrey, MX 🇲🇽   📅 2023 - Present

Real Estate SaaS providing an MLS, CMS & CRM platform for brokers to manage their properties and inbound leads generation.

Technical Co-Founder

∧ Developed real estate SaaS platform with the help of a freelance contractor.

- Hands-on development of the platform in `Ruby on Rails` & `Typescript` / `React.js` / `Next.js`
- DevOps infrastructure based on `Fly.io` k8s service & `Vercel` serverless hosting

BaseQL — baseql.com

📍 Miami, FL 🇺🇸   📅 2020 - 2024

GraphQL access point for your Cloud data (Airtable & Google Sheets). 🎯 **Acquired in 2024**

Founder

∧ Built as a side-project during COVID and exited through a successful acquisition.

- Hands-on full-stack Javascript development with `Node.js` , `React.js` / `Next.js` & `Tailwind CSS` .
- DevOps infrastructure based on `AWS EBS` & `MongoDB`

HealthTree — healthtree.org

📍 Salt Lake City, UT 🇺🇸   📅 Jan 2019 - Mar 2020

Healthcare platform for cancer patients, their families and caregivers, with the mission of accelerating the finding of a cure

CTO

∧ Developed web & mobile platforms for cancer patients to find their best treatment options.

- Put together development team and processes for backend APIs in `Ruby on Rails` , frontend clients in `React.js` & data pipelines by hands-on programming, code reviewing & testing.
- Automated products lifecycle via DevOps & Continuous Integration/Delivery pipelines.
- Increased customer feedback awareness and success metrics by creating support & analytics infrastructure in: `Metabase` `Sentry` `Intercom`
- Created a product development pipeline from scratch to prioritize and measure performance using Agile `Kanban` methodology in `Trello`
- Decreased bugs and improved overall quality via technical leadership & mentoring to achieve continuous improvement as a team
- Defined a Technology Strategy and Software Architecture aligned with product vision
- Recruited and retained top talent in a competitive U.S. market

Ecaresoft — ecaresoft.com

📍 Austin, TX 🇺🇸   📅 2016 - 2019

EHR & HIS systems for hospitals and clinics in Latin America and Middle East.

CTO

📍 Monterrey, MX 🇲🇽   📅 Jan 2018 - Jan 2019

∧ Lead technology strategy, software development and operations to get to new SaaS markets in Argentina and Middle-East. Merged all product teams under a single organization culture. Worked closely with Product, Sales & Support organizations.

- Technology strategy and software architecture
  - Succesfully launched internationalization for new markets via APIs, Microservices and serverless Lambda functions using.
  - Achieved high availability and resilience cloud architecture by relying on DevOps, elastic infrastructure, containerization, automated testing and CI/CD pipelines for continuous quality and delivery with.
- Product development and operations
  - Improved roadmap priorization and improved performance measurement of dev teams by adopting `SCRUM` & `Kanban` Agile software development methodologies
  - Increased customer feedback awareness and success metrics by creating support & analytics infrastructure in: `Metabase` `Sentry` `Intercom`
  - Achieved continuous improvement via OKRs, Performance Reviews and One-on-ones
  - Recruited and succesfully retained top talent that added value to the company

CTO — Nimbo / nimbo-x.com

📍 Monterrey, MX 🇲🇽   📅 Feb 2016 - Jan 2019

∧ Scaled EHR practice management app from MVP to product/market fit, thousands of MAUs and increasing ARR by providing the best user experience for LatAm physicians market.

- Established development processes for coding, reviewing & testing `Ruby on Rails` backend APIs and `Ember.js` frontend clients
- Defined Software Architecture and launched fault-tolerant APIs and microservices in `Ruby` , `Java` , `PostgreSQL` , `Redis` and `Sidekiq` for background processing
  - Drugs interactions service based on Wolters Kluwer's Medi-Span®
  - Machine Learning prediction & classification service based on `Python` & `Tensorflow`
  - Full-text search service based on `Apache Solr`

- Implemented DevOps and continuous integration/delivery to production
- Reached balance between quality & speed by improving recruiting, management & coaching of development team
- Achieved Lean product development by relying on `Kanban` methodology

Tech Lead — Nebula / usenebula.com
Monterrey, MX 🇲🇽 Oct 2017 - Jul 2018

Bootstraped a claims management system for the insurance industry in LatAm by working on technical development and defining a Domain-driven microservices architecture
- Full-stack development using `Elixir` / `Phoenix` for Backend and `Ember.js` for Frontend
- `Domain-driven Design` architecture using Bounded Contexts
- DevOps infrastructure using `Docker` containers on `AWS` : `Elastic Beanstalk` `

Panax — panax.io
San Luis Potosi, MX 🇲🇽 2014 - 2016

Low-code tool for building business applications.

Full Stack Developer: Launched an MVP of No-Code tool for internal business applications by defining a Client-server architecture using: `
`Node.js` / `Express` `SQL Server` `Angular.js`

OperIT — servicesinit.com
San Luis Potosi, MX 🇲🇽 2014 - 2014

IT nearshoring consultancy services for U.S. companies

Software Consultant: Define and execute ETL, Analytics and Business Intelligence processes and maintenance of existing software

SAP — sap.com
Walldorf, DE 🇩🇪 2013 - 2014

World's largest company of ERP software

Software Engineering Intern: Test-driven development for Supportability & SaaS enterprise product lines using `JavaScript` and `Jasmine`

CotizaHoy — cotizahoy.com
San Luis Potosi, MX 🇲🇽 2010 - 2013

B2B startup for car manufacturing industry

Technical Co-Founder: Launched SaaS/Marketplace developed in `Ruby on Rails` `PostgreSQL` `Heroku`

NIC Mexico — nicmexico.mx
Monterrey, MX 🇲🇽 2008 - 2009

NIC organization for .mx top-level domains

Software Development Intern: Developed internal and customer apps in PHP Java and PL/SQL

🎓 Education

MBA International Business Consulting
Hochschule Offenburg

🗓 Oct 2012 - Feb 2014
University of Applied Sciences Offenburg

BS Computer Science and Technology
ITESM Monterrey

🗓 Aug 2005 - Dec 2009
Monterrey Institute of Technology and Higher Education

🌐 Languages

🇪🇸 Spanish
Native

🇬🇧 English
Fluent

🇩🇪 German
Basic