

# Ben Orozco

## Software Engineering Lead - Full Stack Developer

📍 Monterrey, MX 🇲🇪

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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 5,000+ 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 120+ 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 and systems.
- 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%

Leadership Management Hiring Mentoring Agile Architecture

#### Lead Software Engineer

📍 Monterrey, MX 🇲🇪 📅 Mar 2020 - Apr 2021

^ As part of the nascent engineering organization, I helped planting the seeds & building the foundations 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.

- 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

- Supporting Micro-services built with [Ruby](#) , [Roda](#) micro-framework & [Sidekiq](#) : Analytics, Data Management, Translations, Learning Management System.
- DevOps, CI/CD and release management 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](#) & [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).

### Founder

- ^ Built as a side-project during COVID and exited through a successful acquisition.
- Hands-on full-stack Javascript development with [Node.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](#) & , data pipelines & frontend clients 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
  - Successfully 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 prioritization 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 successfully 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 backend APIs and frontend clients
- Defined Software Architecture and launched fault-tolerant APIs and microservices in **Ruby on Rails**, **PostgreSQL**, **Redis** and **Sidekiq** for background processing
  - Drugs interactions **Java** 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

^ Bootstrapped 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

World's largest company of ERP software

**Software Engineering Intern:** Test-driven development for Supportability & SaaS enterprise product lines using

JavaScript and Jasmine

B2B startup for car manufacturing industry

**Technical Co-Founder:** Launched SaaS/Marketplace developed in

Ruby on Rails

PostgreSQL

Heroku

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