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September 29, 2024

Dear Maarten & the Cimpres Technology Team,

While it may seem peculiar for someone with 20 years of experience to apply for the role of Senior Software Engineer, this was the only vacant technology role Cimpres current holds in North America. After speaking to a friend who was recently hired at Cimpres, I was intrigued by the business model, work culture, and the geographic spread of the company. After a decade of starting my own companies, I thought it might be interesting to take a step back into a purely technical role.

From 2012 to 2024, I started and built Nilenso Software (India's first worker-owned technology company) and grew it to \$1M ARR before leaving to travel for two years, then worked as Product Manager of XTDB and CEO of Endatabas — two immutable, time-traveling database products. While building Nilenso, I mentored my staff on OOP in Ruby & Java and functional programming in Clojure. Our team built and maintained CI/CD pipelines for our clients, trained client developers on TDD/BDD, and did exploratory work on simulation testing to unify development and QA teams.

Prior to starting Nilenso, I worked at ThoughtWorks and DRW from 2005 to 2011, where I took part in a lot of the pioneering work on agile practices and organizational transformation. I contributed to the original CruiseControl.NET project, one of the first CI platforms. I also built some of the earliest commercial applications of RESTful APIs, mentored by Ian Robinson and Jim Webber (who were both at ThoughtWorks at the time), in the gap between Roy Fielding's dissertation in 2000 and the publication of *REST in Practice*, in 2010. At DRW, I helped spearhead a complete rewrite of their Trade Capture and Positions Management platform, central to all positions data across all trading desks in the entire organization. Hundreds of thousands of lines of C# were reduced to 20,000 lines of Java and JRuby. Weekly crashes caused by a new ETF trading desk were completely eliminated. After this project, I lead the team which created a RESTful reference data service for the entire company's instruments.

I enjoy building teams as much as I enjoy building systems.

In a world of tech companies building throw-away AI chatbots and suffering ever-dwindling SaaS revenues, I find myself attracted to businesses that actually *make something* — like the companies that Cimpres owns. I think it would be a lot of fun to build software that puts real printed products in peoples' hands.

I look forward to hearing from you.

All the best,



Steven Deobald