

Hello, nice to meet you!

I am **Adrián**. I am Spanish, live for 3 years in Copenhagen (Valby) with my wife, and before that I lived in Amsterdam, working in international environments and cultures.

By formation I am a **computer engineer with a Master's Degree in Project Management**. But that has not defined my professional career as much as my passion for making teams understand each other, focused on building empathy across functions and aligning incentives in the organizations I've been part of.

My career expands over 17 years, including over a decade of hands-on software development on high scalability and availability systems for web and mobile applications, both on the server and client sides (mobile and web).

Technical systems are nothing without a **sustainable business model** behind them, and I have hands-on experience in multiple industries, such as SaaS in Fintech, *direct to consumer* ecommerce, cross-country omni-channel ecommerce, or referral marketing networks.


On the way of working, I am a firm believer in **multi disciplinary teams and breaking silos**. I have implemented DevOps practices (monitoring, alerting and observability, incident response, "everything as code", ...) in teams I have been part of, as well as applied agile concepts (escaping from "agile the right way", favoring *the right agile for the team*).

To me, leading is doing what *has to be done*, and acting in a way that creates trust, empowers people to "dare to try", and fosters a healthy curiosity to always aim to improve.

I have had my own company myself, and having been part of scale-ups and start-ups, am in my comfort zone balancing speed with cost-control, paying technical debt while innovating on customer-facing value.

If you ask my peers, they'll highlight my **high energy with can-do mindset, self-driven nature while keeping a strong team spirit** (yes, I know it sounds like a contraction, but we agree I do act in such way :-), and a genuine interest on making others better. In comparison with engineering peers, I get as a highlight my strong business sense, with focus on developing sustainable product strategies (including economical aspects as well as architectural, organizational design, etc).

Hoping to talk to you soon,



Adrián Moreno Peña