

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, 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* e-commerce, cross-country omni-channel e-commerce, 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

Work experience

- 2021-** **VP of Engineering / Tribe Lead**
SumUp. Copenhagen (Denmark)
- Leading the Invoices & Accounting Tribe, with ~30 engineers, product manager and designers in 4 teams. Responsible for P&L, overseeing the technical roadmap and execution, collaborating with Product, Marketing & Design functions to evolve the digital SaaS product.
- Skills:** team leading, coaching, agile development, product development, stack modernization, architecture
- 2019-21** **Technical Lead / Engineering Manager**
VanMoof. Amsterdam (The Netherlands)
- Part of the Digital team, responsible on the technical side for the e-commerce platform, its connections as well as other customer facing and internal portals. Leading external and internal teams, in an in-sourcing effort to setup a team structure for company hypergrowth.
- Skills:** team leading, coaching, agile development, scrum, e-commerce, roadmap, high scalability, cloud computing, AWS, serverless, devops
- 2017-19** **Technical Lead**
Emakina.NL. Amsterdam (The Netherlands)
- Part of a multidisciplinary agile team, defining large scale solutions for a multinational e-commerce operation - always with the end-user in focus, and aligning with design and business analysis teams. All done in a completely agile manner, involving the client in all the phases.
- Skills:** team leading, coaching, agile development, scrum, e-commerce, design sprints, high scalability.
- 2015-17** **CTO**
Pocket Media. Amsterdam (The Netherlands)
- Responsible of the technology team of a mobile advertising agency, as part of the management team, executing mobile and web (high scalability) development projects. Defined the products roadmap, milestones, and plans to achieve the objectives, as long as the talent acquisition.
- Skills:** advertising, product management, roadmap, tech & business alignment, strategy, mobile, scrum master
- 2015** **Senior Mobile Applications Developer**
The Mobile Company. Amsterdam (The Netherlands)
- Developed innovative new apps (Bluetooth BLE beacons technology) and maintained apps, among top Dutch apps
- Skills:** Native mobile programming (Java, Objective-C, Swift), agile programming, Scrum.
- 2011-15** **Co-Founder and Technical Lead**
Zadia Software. Santiago de Compostela (Spain)
- Co-Founded a bootstrapped development studio, leading and coordinating a team of 5 engineers while doubling the revenue every year, providing IT services focused on web and mobile development.
- Skills:** Project Management, Sales, Team leading, Recruiting, Social Media, Mobile Programming (Android, iOS, Mobile web, Phonegap, Appcelerator), Web Development (Drupal, Wordpress, Play! Framework, PHP - Symfony, Codeigniter), UX/UI Prototyping..
- 2007-11** **Analyst Programmer**
Bahía Software, Coremain. Santiago de Compostela (Spain)
- Skills:** J2EE, eHealth, Struts, JCAPS, SOA, C#, C++, SQL, Informix, Javascript/HTML/CSS, Drupal, Wordpress...

Information

Name	Adrián Moreno Peña
Birth	June 4 th , 1986
Nationality	Spanish
Languages	Spanish, Galician (native), English (full proficiency), Danish, Dutch, French (basic)
Education	Computer Engineer (2007) Master in Projects Management (2009)
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Online

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Github	github.com/zetkek
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Education

2008-10**Master in Projects Management**
University of Santiago de Compostela. Spain

Project management and lead based on PMBOK: Scope, Time Management, Costs, Quality, Risks, Human Resources, Communications, Acquisitions, Integration.

Final Master Project: Development and maintenance of a corporate web portal

Grade: 7.0 (Project), 7.0 (Studies)

2004-07**Technical Engineering in Computer Systems**
University of Santiago de Compostela. Spain

Specializations: Internet and Networking.

Acquired knowledge and skills: Software analysis, software design, web design (HTML, CSS, Javascript), Internet Application Design (J2EE, EJB, Struts, Spring, AJAX, XML), Programming (C, Java, PHP, SQL), Software engineering, Laws (applied to IT), System and network administration (Linux/UNIX, Windows), Distributed applications, web services programming, Statistics, Algebra, Discrete Maths, Calculus.

Final Master Project: Development and maintenance of a corporate web portal

Grade: 7.0 (Project), 7.0 (Studies)

Courses & additional

- **Team Leadership Programme for Directors**
The Performance Coach, November 2016.
- **Design Fundamentals: Typography, Colour, Composition**
Daniel Vazquez Tasende, July 2014.
- **Portal Development with Liferay 6**
- **Applications Development with JCAPS framework from SUN**
- **Microsoft Sharepoint based applications development**
- **Experience with public speaking** (Toastmasters, Meetup speaker and organizer, conference speaker), **and teaching** (Android development course).

Online

LinkedIn	adrianmoreno
Github	github.com/zetkek
Bitbucket	bitbucket.org/zetkek
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Awards

- High School Special Undergraduate Distinction, 2004.
- "A Ponte" University program, 2004.
- I Open Data Prize from Galician Computer Engineers Asociation, 2012.
- Blackberry Developer Jamsessions winner