

# Hernán Agudelo López

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## SUMMARY

Software Engineer and Product Leader with over 10 years of experience in driving business transformation through technology. Specializing in SaaS product development with Python and Django, with a proven track record of achieving 500% revenue growth through automation and digital transformation. My passion is to build software solutions that are not only technically robust but also solve real-world business problems and deliver measurable impact. Fluent in English (C2) and Spanish.

## WORK EXPERIENCE

07/2024 – Present

### Founder & Lead Developer | Real Estate SaaS Platform

Pereira, Colombia

- Led the end-to-end product lifecycle, from market validation and requirements definition to go-to-market strategy and management of active clients.
- Architected and launched a commercial SaaS product from the ground up, solving workflow automation and document management challenges for real estate agencies.
- Designed a scalable multi-tenant and microservices architecture, enabling rapid client onboarding and seamless integration with third-party systems.
- Ensured high platform availability and security by deploying containerized applications (Docker) to the cloud, achieving 3+ months of uninterrupted uptime and safeguarding client data.

07/2016 – 06/2024

### General Manager | Amparalo Ltda

Pereira, Colombia

- Led a full-scale digital transformation that resulted in 500% revenue growth, centered on automating processes to refocus the team on high-value activities (client acquisition and retention).
- Drove the automation of critical workflows, including document management and client communications, which drastically reduced manual processing and optimized compliance in a highly regulated industry.
- Aligned technology strategy directly with business objectives, ensuring every new implementation had a measurable impact on operational efficiency and customer satisfaction.
- This experience of identifying inefficiencies and solving them with technology became the foundation for my SaaS venture, applying the same principles of automation and simplification at a product scale.

12/2010 – 07/2015

### Instrument & Automation Specialist | TIPIEL S.A.

Bogotá, Colombia

- Delivered automation and instrumentation solutions for large-scale oil & gas projects, working in compliance-heavy environments with strict safety, quality, and operational standards, comparable to manufacturing and distribution systems.
- Produced documentation for SCADA, DCS, PLCs, and field instrumentation.
- Collaborated in multidisciplinary teams for projects such as Etileno XXI (Mexico) and Gasoducto Sur Peruano (Peru).
- Provided on-site technical support for validation, commissioning, and integration.

01/2011 – 01/2012

### .NET Development Engineer | Varsity Software, Inc.

Bogotá, Colombia (Remote)

- Developed and maintained enterprise applications using .NET and MySQL.
- Built backend features and data workflows to support business operations.
- Worked directly with clients to align software solutions with operational needs.

12/2009 – 12/2010

### .NET Development Engineer | SoftManagement S.A

Bogotá, Colombia

- Developed software solutions for public sector clients using .NET, Oracle, and MySQL.
- Participated in full development lifecycle from requirements to deployment.
- Produced technical documentation ensuring compliance with standards.

PROJECTS

- Real Estate SaaS Platform – Python/Django, PostgreSQL, Docker. Multi-tenant SaaS in production with digital signatures, analytics dashboards, CI/CD pipelines, and 0 downtime in 2+ months. Designed with microservices and modular APIs, including multi-tenant support, CI/CD pipelines, and cloud deployments. Designed for automation of property workflows and document management, with modular APIs for integration with external systems. [GitHub: [github.com/hernanagudelodev/saas-inmobiliario](https://github.com/hernanagudelodev/saas-inmobiliario)]
- Full-Stack Budgeting App – React, FastAPI, PostgreSQL. A complete personal finance application deployed to the cloud with public user registration. Features a modern frontend built with React, consuming a secure backend API with user-based data isolation. Live App: <https://frontend-production-e146.up.railway.app/> | GitHub Repository: [https://github.com/hernanagudelodev/proyecto\\_presupuesto](https://github.com/hernanagudelodev/proyecto_presupuesto)

EDUCATION

- 2011 – 2012 Universidad Santo Tomás | Specialist in Electronic Instrumentation Bogotá
- 2003 – 2009 Universidad Tecnológica de Pereira | Electronic Engineer Pereira (Meritorious Thesis)

SKILLS

**Business & Product Competencies:**  
Digital Transformation, Workflow Automation, Product Lifecycle Management, Business Process Optimization, Systems Integration, LLM Integration & Prompt Engineering.

**Languages & Frameworks:**  
Python, Django, FastAPI, JavaScript (basic), React.js (learning), C#, .NET

**Databases & Platforms:**  
PostgreSQL, MySQL, SQL, Docker, Kubernetes, AWS (basic)

**Tools & Principles:**  
Git, CI/CD, REST APIs, Microservices, Software Architecture, Unit Testing

LANGUAGES

English (C2 Proficient) Spanish (Native)