

# HUGO SERENO FERREIRA, PHD

BIRTH 7/1980

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Professor (7yrs) at FEUP, researcher (7yrs) and entrepreneur (3yrs) with 14+ years of professional experience, 25+ published works (*h-index* 7, *i10-index* 6), and 20+ MSc supervisions, focused in high-quality, adaptable, large-scale, *big-data* software solutions. His career encompasses projects for the portuguese and international military, local government and privately held businesses. Nowadays he focus on Object-Functional Programming, Architecture & Design Patterns, and Machine Learning. First student to be jointly awarded a Ph.D. (with *distinction*) in *Computer Science* by the Universities of Porto (UP), Minho (UM) and Aveiro (UA), he later held a *postdoc* research position at INESC TEC (1.5yrs) on *Large Scale Software Systems for Ambient Assisted Living*.

After receiving a *LicEng* degree in *Informatics and Computation Engineering*, he performed military R&D for NATO at *ParadigmaXis*, S.A. There he progressively assumed the roles of developer, team leader, software architect, and project manager in several government and privately held projects. His university teaching career started shortly after becoming a doctorate candidate in *meta-programming* and *model-driven software engineering* (2007), mainly at the Faculty of Engineering of the University of Porto (FEUP).

Early 2011 he co-founded *Shiftforward*, an international strategy and technology consultancy company specialised in *big-data* software solutions for the *Online Advertising* industry. In 2014, after raising 1.2M\$ in a seed VC funding round from Portugal Ventures and industry veterans and private investors, Brian Fitzpatrick and Florian Heinemann, *Shiftforward*'s business model evolved into a *framework-as-a-service*, lead by its two flag products, the *AdStax* and the *AdForecaster*, a state-of-the-art forecasting engine, able to predict the performance of multiple campaigns with arbitrary segments and targeting rules, in systems with billions ( $10^{12}$ ) of impressions, and simulate alternative "*what-if*" scenarios in few seconds.

## Professional experience

### CURRENTLY HELD POSITIONS & AFFILIATIONS

- ★ 2013 — *Assistant Professor*, FEUP Faculty of Engineering, University of Porto { <http://www.fe.up.pt> }
- ★ 2014 — *Member of the Board of Directors & Shareholder*, Shiftforward, S.A. { <http://shiftforward.eu> }
- ★ 2011 — *Co-Founder & Chief Technology Officer* (CTO), Shiftforward, S.A. { <http://shiftforward.eu> }
- ★ 2009 — *Senior Researcher*, INESC Instituto de Engenharia de Sistemas e Computadores do Porto

### PAST EXPERIENCE IN ACADEMY

- 2008 — 13 *Assistant Lecturer*, FEUP Faculty of Engineering, University of Porto { <http://www.fe.up.pt> }
- 2011 — 13 *Collaborating Lecturer*, FLUP Faculty of Arts, University of Porto { <http://www.letras.up.pt> }
- 2011 — 12 *Postdoctoral Researcher*, INESC Instituto de Engenharia de Sistemas e Computadores do Porto
- 2011 *Guest Lecturer*, ISEP Instituto Superior de Engenharia do Porto { <http://www.isep.ipp.pt> }
- 2008 *Lecturer*, ISTEC Instituto Superior de Tecnologias Avançadas { <http://www.istec.pt> }

### PAST EXPERIENCE IN INDUSTRY

- 2011 *Senior Architect*, ParadigmaXis - Arquitectura e Engenharia de Software, S.A.
- 2010 — 11 *Independent Consultant* working with Critical Software PT, Semasio DE, SAGE PT, Tectonic UK, etc.
- 2007 — 10 *Researcher*, ParadigmaXis - Arquitectura e Engenharia de Software, S.A.
- 2003 — 07 *Software Engineer*, ParadigmaXis - Arquitectura e Engenharia de Software, S.A.
- 2001 — 03 *Freelancer* in developing software solutions for medical healthcare and sports centers

## Education

- 2007 — 11 PH.D. in Computer Science (w/ distinction), MAPI Joint Doctoral Programme, FEUP&FCUP UM UA
- 2006 LICENG in Informatics and Computation Engineering, FEUP

## Grants, certifications, honors & awards

- 2012 Certification of *Functional Programming Principles in Scala* with *distinction*, by École Polytechnique Fédérale de Lausanne @ Coursera.
- 2012 Best paper award for Tiago Boldt Sousa, Hugo Sereno Ferreira, “*Object-Functional Patterns: Re-Thinking Development in a Post-Functional World*”, SEDES @ QUATIC 2012
- 2011 — 12 Postdoctoral research grant by INESC, cf. BPD/110054/CAALYX-MV\_USIG
- 2007 — 11 Scholarship grant for doctoral studies by FCT, cf. SFRH/BDE/33298/2008
- 2009 Best paper award for Hugo Sereno Ferreira, Ademar Aguiar, João Pascoal Faria, “*Adaptive Object Modelling: Patterns, Tools and Applications*”, SEDES @ ICSEA 2009
- 2008 Best paper award for Hugo Sereno Ferreira, Filipe Correia, Leon Welicki, “*Patterns for Data and Meta-data Evolution in Adaptive Object Models*”, PLOP @ OOPSLA 2008
- 2004 — 11 NATO-secret security clearance for military R&D

## Publications

110-INDEX 6 · H-INDEX 7 · CITATIONS 115 

### JOURNAL ARTICLES (PEER-REVIEWED)

- 2010 Hugo Sereno Ferreira, Ademar Aguiar, João Pascoal Faria, “*Adaptive Object-Models: A Research Roadmap*”, International Journal On Advances in Software, Vol 3.

### CONFERENCE ARTICLES (PEER-REVIEWED)

- 2014 Luís Fonseca, Tiago Boldt Sousa, Hugo Sereno Ferreira, “*Rapid Prototyping and Development Framework for Android with Scala*”, Proceedings of the 6<sup>th</sup> Symposium on Informatics. Porto, Portugal.
- 2014 Omar Castro, Hugo Sereno Ferreira, Tiago Boldt Sousa, “*Collaborative Web Platform for UNIX-based Big Data Processing*”, Proceedings of the 11<sup>th</sup> International Conference on Cooperative Design, Visualization and Engineering. Seattle, USA. Lecture Notes in Computer Science 8683.
- 2014 Nuno Flores, Ademar Aguiar, Hugo Sereno Ferreira, “*The Concept of Ba Applied to Software Knowledge*”, Proceedings of the 7<sup>th</sup> International Workshop on Cooperative and Human Aspects of Software Engineering.
- 2013 Bruno Ferreira, Vânia Guimarães, Hugo Sereno Ferreira, “*Smartphone Based Fall Prevention Exercises*”, Proceedings of the 15<sup>th</sup> IEEE International Conferences on e-Health Networking, Application & Services (HEALTHCOM 2013). Lisbon, Portugal.
- 2013 Angelo Martins, Tiago Boldt Sousa, João Pascoal Faria, Hugo Sereno Ferreira, “*Architecture for an AAL Ecosystem*”, Proceedings of the 6<sup>th</sup> International C\* Conference on Computer Science & Software Engineering. Porto, Portugal.
- ★ 2012 Tiago Boldt Sousa, Hugo Sereno Ferreira, “*Object-Functional Patterns: Re-Thinking Development in a Post-Functional World*”, Proceedings of SEDES’2012 at the 8<sup>th</sup> International Conference on the Quality of Information and Communications Technology. Lisbon, Portugal. *Best Paper Award*.
- 2012 Sandra Prescher, Alan Bourke, Friedrich Koehler, Angelo Manuel Martins, Hugo Sereno Ferreira, Tiago Boldt Sousa, Rui Castro, António Santos, Marc Torrent Poch, Sergi Gomis Gascó, Hospedales Margarita, John Nelson, “*A Ubiquitous Ambient Assisted Living Solution to Promote Safer Independent Living in Older Adults Suffering from Co-morbidity*”, Proceedings of the 34<sup>th</sup> Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC’12). California, USA.
- 2012 Hugo Sereno Ferreira, Tiago Sousa, Angelo Martins, “*Scalable Integration of Multiple Health Sensor Data for Observing Medical Patterns*”, Proceedings of the 9<sup>th</sup> International Conference on Cooperative Design, Visualization and Engineering. Osaka, Japan. Lecture Notes in Computer Science 7467.
- 2012 Tiago Almeida, Hugo Sereno Ferreira, Tiago Sousa, “*A collaborative expandable framework for end-users and programmers*”, Proceedings of the 9<sup>th</sup> International Conference on Cooperative Design, Visualization and Engineering. Osaka, Japan. Lecture Notes in Computer Science 7467.
- 2011 Patricia Matsumoto, Eduardo Guerra, Hugo Sereno Ferreira, Filipe Correia, Joseph Yoder, Ademar Aguiar, “*AOM Roles Metadata Mapping*”, Proceedings of the 18<sup>th</sup> Conference on Pattern Languages of Programs, Portland, Oregon, USA.

- 2011 Hugo Sereno Ferreira, Filipe Correia, Ademar Aguiar, Joseph Yoder, “*The Lazy Semantics Pattern on the context of Meta-Architectures*”, 2<sup>nd</sup> Asian Conf. on Pattern Languages of Programs. Tokyo, Japan.
- 2010 Hugo Sereno Ferreira, Filipe Correia, Joseph Yoder, Ademar Aguiar, “*Core Patterns of Object-Oriented Meta-Architectures*”, Proceedings of the 17<sup>th</sup> Conference on Pattern Languages of Programs, Reno, Nevada, USA.
- 2010 Marco Cunha, Ana Paiva, Hugo Sereno Ferreira, Rui Abreu, “*PETTool: A Pattern-Based GUI Testing Tool*”, 2<sup>nd</sup> International Conference on Software Technology and Engineering, Puerto Rico, USA.
- 2009 Gabriela Soares, Rosaldo Rossetti, Nuno Flores, Ademar Aguiar, Hugo Sereno Ferreira, “*A Cooperative Personal Agenda in a Collaborative Team Environment*”, Proceedings of the 6<sup>th</sup> International Conference on Cooperative Design, Visualization and Engineering. Lecture Notes in Computer Science 5738.
- 2009 António Rito Silva, David Martinho, Ademar Aguiar, Nuno Flores, Filipe Correia, Hugo Sereno Ferreira, “*An Implementation Model for Agile Business Process Tools*”, International Workshop on Organizational Design and Engineering, Portugal.
- 2009 Hugo Sereno Ferreira, Filipe Correia, Ademar Aguiar, “*Design for an Adaptive Object-Model Framework: An Overview*”, Proceedings of the 4<sup>th</sup> International Workshop on Models@runtime, Denver, Colorado, USA.
- 2009 Filipe Correia, Hugo Sereno Ferreira, Nuno Flores, Ademar Aguiar, “*Patterns for Consistent Software Documentation*”, Proceedings of the 16<sup>th</sup> Conference on Pattern Languages of Programs, Chicago, Illinois, USA.
- ★ 2009 Hugo Sereno Ferreira, Ademar Aguiar, João Pascoal Faria, “*Adaptive Object Modelling: Patterns, Tools and Applications*”, 3<sup>rd</sup> Symposium on Doctoral Students of Software Engineering. Proceedings of the 4<sup>th</sup> International Conference on Software Engineering Advances, Porto, Portugal. *Best Paper Award*.
- 2009 Filipe Correia, Hugo Sereno Ferreira, Nuno Flores, Ademar Aguiar, “*Incremental Knowledge Acquisition in Software Development Using a Weakly-Typed Wiki*”, Proceedings of the 5<sup>th</sup> International Symposium on Wikis and Open Collaboration, Orlando, Florida, USA.
- ★ 2008 Hugo Sereno Ferreira, Filipe Correia, Leon Welicki, “*Patterns for Data and Metadata Evolution in Adaptive Object Models*”, Proceedings of 15<sup>th</sup> Conference on Pattern Languages of Programs, Nashville, Tennessee, USA. *Best Paper Award*.
- 2008 Filipe Correia and Hugo Sereno Ferreira, “*Trends on Adaptive Object-Model Research*”, Proceedings of the 3<sup>rd</sup> Edition of the Doctoral Symposium in Informatics Engineering, Porto, Portugal.

#### TECHNICAL WHITEPAPERS

- 2012 Paulo Cunha, André Silva, João Azevedo, Hugo Sereno Ferreira, “*AdStress: The Online Advertising Stress Testing Platform*” { <http://goo.gl/XL20R> }.
- 2012 Paulo Cunha, João Azevedo, André Silva, Hugo Sereno Ferreira, “*AdForecaster: Predict Your Campaign Ad Impressions in Seconds*” { <http://goo.gl/dPwr0> }.

#### OTHERS

- 2012 Filipe Correia, Nuno Flores, Hugo Sereno Ferreira, Ademar Aguiar, “*Assessing Tools for Software Development: An overview of three user evaluations*”, User evaluation for Software Engineering Researchers (USER) Workshop at the 34<sup>th</sup> International Conference on Software Engineering.
- 2012 Hugo Sereno Ferreira, “*Introdução à Programação Objecto-Funcional com Scala*”, MundoJ 53.
- 2011 Michel Wermelinger, Hugo Sereno Ferreira, “*Quality evolution track at QUATIC’10*”, ACM SIGSOFT Software Engineering Notes, p. 28.

#### DISSERTATIONS

- 2010 Adaptive Object-Modeling: Patterns, Tools and Applications. *PhD dissertation*
- 2004 Framework for Development of Command & Control Systems. *LicEng dissertation*

## Invited talks, Shows & Interviews

2015	<i>The Peter Fatality: Why People Rise to the Level of their Incompetence</i> , Panel @ Commit Porto, Faculty of Engineering, University of Porto
2015	<i>ShiftForward</i> , JobIT 2015, Faculty of Engineering, University of Porto
2015	<i>Software and Services</i> , Panel, 8 <sup>th</sup> Congress on Services and Management Engineering (CESG 2014)
2014	<i>ShiftForward</i> , JobIT 2014, Faculty of Engineering, University of Porto
2014	<i>Computer Science Challenges from the Industry</i> , Panel, INForum 2014, Porto
2014	<i>Why Post-Functional Programming Matters</i> , Ripple Conference 2014, Porto
2013	<i>Workshop: Introduction to Scala</i> , Faculty of Engineering, University of Porto
2013	<i>Interview with ShiftForward</i> , TSF Mundo Novo (radio program on entrepreneurship)
2013	<i>Why Post-Functional Programming Matters</i> , 8 <sup>th</sup> National Meeting of Informatics Students (ENEI 2013)
2013	<i>Shiftforward – Lessons Learned in Entrepreneurship</i> , Beta-Talk Porto, Facts Coworking
2012	Episode “What’s a Programming Language?” in <i>One Minute Engineering</i> { <a href="http://paginas.fe.up.pt/~engmin">paginas.fe.up.pt/~engmin</a> }
2011	<i>Incomplete by Design</i> , Inside Awareness, Faculty of Engineering, University of Porto
2009	<i>Causal Connections</i> , Models@Runtime Workshop, Denver, Colorado, USA
2009	<i>Pattern Languages</i> , Seminários Ortogonais, Faculty of Sciences, University of Porto
2008	<i>The Path to Abstraction</i> , Instituto Superior de Tecnologias Avançadas

## Teaching

	ASSISTANT LECTURER						ASSISTANT PROFESSOR		
	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16
<b>INTEGRATED MASTER IN INFORMATICS AND COMPUTING ENGINEERING · FEUP · 5 YEARS</b>									
Agile Software Development Methodologies	.	.	.	.	●	●	●	.	.
Distributed Systems	.	.	.	.	.	.	.	.	●
Formal Methods in Software Engineering	.	●	●	●	.	.	.	●	●
Software Engineering Seminars	.	.	.	.	●	.	.	.	.
Object-Oriented Programming Laboratory	.	.	.	●	.	.	●	.	●
Operating Systems	.	.	●	.	.	.	.	.	●
Project Management Laboratory	.	.	.	●	.	.	.	●	.
Software Engineering	.	●	.	.	.	●	●	●	●
Software Engineering Laboratory	.	●	.	.	.	.	.	.	●
<b>INTEGRATED MASTER IN ELECTRICAL AND COMPUTERS ENGINEERING · FEUP · 5 YEARS</b>									
Programming 2	.	.	.	.	●	●	●	.	.
Formal Methods in Software Engineering	.	●	●	●	.	.	.	.	.
Operating Systems	.	.	.	.	.	.	●	.	.
<b>MASTER IN SERVICES ENGINEERING AND MANAGEMENT · FEUP · 2 YEARS</b>									
Requirements Engineering for Services	.	.	.	.	.	.	.	●	.
<b>LICENCIATE IN INFORMATION SCIENCE · FEUP &amp; FLUP · 3 YEARS</b>									
Information Systems Analysis 2	.	.	.	.	●	●	●	.	.
<b>POST-GRADUATION IN ENTERPRISE APPLICATION ENGINEERING · ISEP · 1 YEAR</b>									
Agile Software Development Methodologies	.	.	.	●	.	.	.	.	.
<b>LICENCIATE IN INFORMATICS ENGINEERING · ISTEC · 3 YEARS</b>									
Database Management Systems	●	.	.	.	.	.	.	.	.

## Educational services

### PHD IN INFORMATICS ENGINEERING SUPERVISING · PRODEI · FEUP

- ★ 2011 — Tiago Boldt Sousa, *Object-Functional Patterns: Rethinking Development in a Postfunctional World*.

### MASTER DEGREE IN INFORMATICS ENGINEERING SUPERVISING · FEUP

- ★ 2014 — Filipe Oliveira, *Exploring Macros for Model-Based Generation of Type-safe REST services in Scala* at FEUP.
- 2013 — 14 Luís Fonseca, *Exploring Rapid Application Development for Android with Scala and SBT* at INESC TEC.
- 2013 — 14 Bruno Maia, *Transformation Patterns for a Reactive application* at BLIP.
- 2013 — 14 Omar Castro, *Shellhive: Towards a Collaborative Visual Programming Language for UNIX Workflows* at FEUP.
- 2013 — 14 Jorge Silva, *The Road to Enlightenment: Generating Insight and Predicting Consumer Actions in Digital Markets* at SHIFTFORWARD.
- 2013 — 14 João Quarteu, *Towards a Self-Managed Framework for Orchestration and Integration of Devices in AAL* at INESC TEC.
- 2012 — 13 João Figueiredo, *Modularization of Large Web Applications* at BLIP.
- 2012 — 13 Carlos Babo, *Generic and parameterizable service for remote configuration of mobile phones using Near Field Communication* at Fraunhofer AICOS.
- 2012 — 13 Bruno Ferreira, *Smartphone Based Fall Prevention Exercises* at Fraunhofer AICOS.
- 2012 — 13 Vasco Grilo, *Towards a Live Development Environment* at FEUP.
- 2011 — 12 Tiago Almeida, *End-User Programming In Mobile Devices through Reusable Visual Components Composition* at FEUP.
- 2011 — 12 Jorge Mateus, *Agile Business Intelligence Using Microsoft® SharePoint* at CRITICAL MANUFACTURING.
- 2011 — 12 Inês Carvalho, *Espresso Medical Systems* at SCIONIS.
- 2010 — 11 André Carmo, *Introducing End-User Reconfiguration on Clinical Knowledge Information Systems* at CRITICAL SOFTWARE, S.A.
- 2010 — 11 Marcelo Cerqueira, *Ambiente de Modelação e Configuração de Processos* at SIEMENS S.A.

### MASTER DEGREE IN ELECTRICAL AND COMPUTER ENGINEERING SUPERVISING · FEUP

- ★ 2014 — João Silva, *Bluetooth based Warning System for Ambient Assisted Living* at Fraunhofer AICOS.

### MASTER DEGREE IN INFORMATICS ENGINEERING CO-SUPERVISING · FEUP

- ★ 2014 — Miguel Oliveira, *Ranking Personal Information* at MAILCUBE. Supervised by Prof. Ademar Aguiar.
- 2013 — 14 Pedro Borges, *Online Advertising: Forecasting and Synthesising Web Activity Based On Historical Data* at SHIFTFORWARD. Supervised by Prof. João Mendes Moreira.
- 2009 — 10 João Gradim Pereira, *Improving Variability of Applications using Adaptive Object-Models* at Tecla Colored, Lda. Supervised by Prof. Ademar Aguiar.

### BACHELOR DEGREE IN INFORMATICS ENGINEERING CO-SUPERVISING · ISEP

- 2012 Diogo Silva, *Desenvolvimento de Aplicação Android para Monitorização de Idosos* at INESC. Supervised by Prof. Angelo Martins.
- 2012 Vítor Moreira, *Desenvolvimento de Aplicação Android para Monitorização de Idosos* at INESC. Supervised by Prof. Angelo Martins.

### SCIENTIFIC INITIATION SUPERVISING

- 2012 — 13 Luís Fonseca, *Object-Functional Pattern Variants of Adaptive Object-Models* at INESC TEC.



## OTHER EDUCATIONAL & TEACHING SERVICES

- 2015 Juror, Tiago Sousa, “*Raise of the Dead*”. Professional Aptitude Evaluation at *Escola Secundária Filipa de Vilhena*.
- 2015 Juror, Bruno Jesus, “*Medionics: Um site dinâmico*”. Professional Aptitude Evaluation at *Escola Secundária Filipa de Vilhena*.
- 2014 — 15 Organizer, “*My first 3D film*”, 1<sup>st</sup> and 2<sup>nd</sup> editions. An introduction to visual programming languages using Alice, ages 12–15 @ Universidade Júnior
- 2013 — 14 Organizer, “*Mummy, daddy, I shrunk my computer!!!*”. 1<sup>st</sup> and 2<sup>nd</sup> editions. An introduction to the RaspberryPI, electronics and programming, ages 12–15 @ Universidade Júnior
- 2010 Organizer and Lecturer, “*An Introduction to UML 2.x*”. 10 students @ Critical Software, S.A.

## Scientific services

### DEGREE-AWARDING JURIS IN INFORMATICS ENGINEERING (EXCLUDING SUPERVISING JURIS) · FEUP

- 2014 Chair, MSc. Daniela Cardeano, *Data Mining em aplicações de Desenho Racional de Fármacos*
- 2014 Chair, MSc. Tiago Mota, *Identificação e Quantificação de Células Oncocíticas em Imagens Microscópicas*
- 2014 Chair, MSc. João Ponte, *Deteção de falhas em Servidores de Video on Demand*
- 2014 Chair, MSc. Bruno Fernandes, *Improving Software Project Estimates Based on Historical Data*
- 2014 Chair, MSc. Linda Padilla, *Transformation of Business Process Models: A Case Study*
- 2013 Member, PhD. Fernando Sérgio Barbosa, *Generic Roles: Reducing Code Replication*
- 2013 Chair, MSc. Angela Igreja, *AngelMail: an integrated solution for prioritization, visualization and organization of email*
- 2011 Chair, MSc. Tiago Carvalho, *A Meta-Language and Framework for Aspect-Oriented Programming*
- 2011 Chair, MSc. João Antunes, *Desenvolvimento e integração de editores gráficos de elevado impacto visual*

### GRANT COMMITTEES

- 2012 Research grant, *Ambient Assisted Living for All*. 18mo @ INESC TEC
- 2012 Scientific Initiation grant, *Object-Functional Pattern Variants of AOMs*. 3mo @ INESC TEC

### PROGRAM COMMITTEES & REVIEWS

- 2015 PC Member. 6<sup>th</sup> Brazilian Workshop on Agile Methods (WBMA @ AGILE BRAZIL 2015)
- 2014 PC Member. 10<sup>th</sup> Latin-American Conf. on Pattern Languages of Prog. (SUGARLOAFPLOP 2014)
- 2014 PC Member. Software Engineering and Science track at the 6<sup>th</sup> Symposium on Informatics. (SOFT-PT @ INFORUM 2014)
- 2014 PC Member. 9<sup>th</sup> Int. Conf. on the Quality of Information and Communications Tech. (QUATIC 2014)
- 2014 PC Member. Workshop of Agile Software Development Techniques at the 14<sup>th</sup> International Conference on Computational Science and its Applications (ICCSA 2014)
- 2013 PC Member. 5<sup>th</sup> Int. Workshop on Flexible Modeling Tools (FLEXITOOLS @ SPLASH 2013)
- 2013 PC Member. MiniPloP Brasil IME/USP
- 2013 Reviewer. 18<sup>th</sup> European Conference on Pattern Languages of Programs (EUROPLOP 2013)
- 2013 Technical Review. Alvin Alexander, “*Scala Cookbook*”, O’Reilly Media, Inc.
- 2013 PC Member. Wavefront Experience at the 4<sup>th</sup> annual SPLASH conference
- 2012 Reviewer. IEEE Transactions on Software Engineering (TSM)
- 2012 PC Member. 8<sup>th</sup> Int. Conf. on the Quality of Information and Communications Tech. (QUATIC 2012)
- 2012 Reviewer. 19<sup>th</sup> Conference on Pattern Languages of Programs (PLOP 2012)
- 2012 PC Member. Doctoral Symposium in Informatics Engineering (DSIE 2012)
- 2011 PC Member. 2<sup>nd</sup> International Summer School on Domain Specific Modeling
- 2011 PC Member. 18<sup>th</sup> Conference on Pattern Languages of Programs (PLOP 2011)
- 2011 PC Member. Model Driven Engineering (ECM/MDE, INFORUM 2011)
- 2011 PC Member. MiniPloP Brasil IME/USP

- 2011 *Reviewer.* 16<sup>th</sup> European Conference on Pattern Languages of Programs (EUROPLOP 2011)
- 2011 *Reviewer.* IEEE Software
- 2010 *PC Member.* 6<sup>th</sup> Int. Conf. on the Quality of Information and Communications Tech. (QUATIC 2010)
- 2010 *Reviewer.* 17<sup>th</sup> Conference on Pattern Languages of Programs (PLOP 2010)
- 2010 *Reviewer.* 15<sup>th</sup> European Conference on Pattern Languages of Programs (EUROPLOP 2010)

#### CONFERENCE ORGANIZATION

- 2014 *Chair.* Inter-University Programming Marathon (MIUP 2014), Porto@FEUP, Portugal.
- 2012 *Co-Chair.* 3<sup>rd</sup> Agile Portugal
- 2011 *Co-Chair.* 2<sup>nd</sup> Agile Portugal
- 2010 *Co-Chair.* 1<sup>st</sup> Agile Portugal
- 2010 *Co-Organizing Chair.* Quality Evolution in ICT Track of the 7<sup>th</sup> International Conference on the Quality of Information and Communications Technology (QUATIC 2010)
- 2008 *Student Volunteer.* 23<sup>rd</sup> Annual ACM SIGPLAN International Conference on Object-Oriented Programming, Systems, Languages, and Applications (OOPSLA 2008)
- 2008 *Student Volunteer.* 15<sup>th</sup> Conference on Pattern Languages of Programs (PLOP 2008)

#### AFFILIATIONS

- ★ 2009 — *Member.* The International Hillside Group is an educational non-profit organization, that sponsors and helps running various conferences (PlopConference, EuroPlop, ChiliPlop, KoalaPlop, Mensore PLoP, SugarloafPloP, and UP97) and has been responsible for getting the *Pattern Languages Of Program Design* series of books put together and published
- ★ 2008 — *Member.* Software Engineering Group at Faculty of Engineering, University of Porto

#### OTHER SCIENTIFIC & MANAGEMENT ACTIVITIES

- ★ 2013 — *ACM ICPC Trainer.* International collegiate programming contest trainer of FEUP teams.
- ★ 2011 — *Head of Laboratory.* Masters in Informatics and Computation Engineering Student's Lab FEUP.
- 2012 — 13 Self-assessment Committee for the A3ES accreditation of the MIEIC course at FEUP.
- 2011 — 12 Self-assessment Committee for the EUR-ACE accreditation of the MIEIC course at FEUP.

## Main Projects

#### RESEARCH PROJECTS

- 2011 — 14 AAL4ALL: AMBIENT ASSISTED LIVING FOR ALL, INESC PORTO, €8.18m *cf.* QREN 13852  
Senior Researcher. A mobilizing project for an industrial ecosystem of products and services in the scope of Ambient Assisted Living (AAL), focused on the definition of specific standards.
- 2011 — 13 CAALYX-MV: COMPLETE AAL MARKET VALIDATION, INESC PORTO, €3.91m *cf.* ICT-PSP — 09-3-250577  
Senior Researcher. An european project to widely validate an innovative and efficient ICT-based solution focused on improving the quality of life of the elderly through wearable light devices.
- 2011 — 12 ECAALYX: ENHANCED AAL, INESC PORTO, €2.7m *cf.* AAL-010000 — 09-13  
Senior Researcher. Three-year project funded by the European Commission under the AAL Joint Programme (Strategic Objectives addressed: ICT-based Solutions for Prevention and Management of Chronic Conditions of Elderly People). The project builds on the strengths of the infrastructure and functionality already developed in the original CAALYX project (2007/2008).

#### MILITARY RESEARCH & DEVELOPMENT

- 2004 — 05 MRS: MIP REFERENCE SYSTEM, NC3A  
Architecture, design and implementation of the MIP reference system for LC2IDEM data replication, used by the NATO R&D Agency, and to which the alliance implementations have to comply.
- 2003 — 04 MIPX: FRAMEWORK FOR DEVELOPMENT OF COMMAND AND CONTROL SYSTEMS, NC3A

Architecture, design and implementation of an infrastructure to develop LC2IDEM-based Command and Control Systems.

#### RESEARCH PROJECTS WITHIN COMMERCIAL ENVIRONMENT

- ★ 2012 — AD-FORECASTER, SHIFTFORWARD *cf.* SIFIDE 0694/2013-E { <http://www.adforecaster.com> }  
Chief Technology Officer (CTO). A next-generation forecasting engine for online ad campaigns that overcomes key limitations of existing forecast engines, by allowing accurate prediction of future ad impressions traffic levels and campaign inventory availability using unlimited number of targeting variables, including geo, keywords, key-values, cookies, and multiple frequency capping groups at banner, booking, line item or campaign level. Technologies: Scala, Akka, JVM, Amazon EC2.
- 2012 — 13 AD-STRESS, SHIFTFORWARD *cf.* SIFIDE 0694/2013-E { <http://www.adstress.com> }  
Chief Technology Officer (CTO). A platform that efficiently simulates complete browser interactions with advertising platforms at a very large scale (over 100m unique users) with multiple interactions with the system. It can also simulate server-to-server connections for testing RTB Clients and Servers at very high requests per second (over 50k). Technologies: Scala, Akka, JVM, Amazon EC2.
- 2007 — 10 OGHMA, PARADIGMAXIS *cf.* SFRH/BDE/33298/2008  
One of the results from my Ph.D. work, it is the current main infrastructure of several production-level Information Systems developed at ParadigmaXis, including Locvs, Zephyr and GISA. Technologies: C#, SQLite, XML.

#### COMMERCIAL PROJECTS

- ★ 2014 — AD-STAX, SHIFTFORWARD { <http://www.adstax.com> }  
Chief Technology Officer (CTO). Adstax is a scalable, real-time advertising platform-as-a-service, fully customisable and API-accessible, that empowers a company to integrate 1st and 3rd party technologies within its walled garden.
- 2012 RE-ENGINEERING OF MEDICAL SOFTWARE, IM3DICAL  
Project Leader and Senior Consultant for IM3DICAL re-engineering of its medical software for Mac OSX and iOS platforms. Technologies: Objective-C, XML.
- 2012 HL7 INTEGRATION, IM3DICAL  
Project Leader and Senior Consultant for IM3DICAL integration with HL7, developed at INESC Porto. Technologies: Microsoft® BizTalk, XML, HL7, MLLP.
- 2011 — 11 COOLBIZ: TRADING SYSTEM, BANCO CARREGOSA  
Software Quality Engineer for a back-end and front-end financial trading system for *Banco Carregosa*, developed at ParadigmaXis. Technologies: C++, Apache QPID, AMQP, QT, XML.
- 2009 — 10 SMQVU: URBAN LIFE QUALITY, CMP  
Analysis and development of an Information System for *Câmara Municipal do Porto – Gabinete de Estudos e Projectos*. Supports the assessment of urban life quality attributes of the city of Porto, by providing a centralized tool to collect, analyze and synthesize statistical data over hundreds of indexes. Technologies: C#, WPF, Oracle database 11g, SQLite, QT, XML.
- 2007 — 10 LOCVS: ARCHITECTURAL AND ARCHAEOLOGICAL HERITAGE, CMP  
Analysis and development of an Information System for *Câmara Municipal do Porto, Departamento Municipal do Património e Cultura*. It supports the full workflow of collection, process, analysis and storage of textual, graphical and geospatial heritage information of the city of Porto. Technologies: C#, WPF, Oracle database 11g, SQLite, ARCGIS, XML.
- 2006 — 07 GEOXIS: GEO-SPATIAL BACK-END FRAMEWORK AND INFRASTRUCTURE, PARADIGMAXIS  
Design and implementation of an infrastructure for displaying and analysing geospatial data. Used by several partners including (but not limited to): Vodafone, Portugal Telecom, Optimus, Clix and ITP. Technologies: Python, C++, C#, HTML5, Javascript, PostgreSQL, PostGIS, XML.
- 2005 — 06 MAPADVENTURE, PARADIGMAXIS { <http://www.mapadventure.com.pt> }  
Design and implementation of an application and infrastructure for displaying and using military cartography in mobile devices, intended for sports and leisure activities in the wild. The system was developed in cooperation with Infoportugal and IGeOE. Technologies: C++, C#.