

JAN ROESNER

Technologist – Engineer – Builder



CONTACT

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SUMMARY

With over two decades of extensive technological and entrepreneurial experience, I've carved a niche across various domains of software development and digital transformation. In 2001 I started as an entrepreneur and specialized in Linux-based applications. During the dotcom recession, I pivoted towards X.509-based security technologies, and became an expert for public key infrastructures, digital signature and encryption.

In 2006, my dedication to innovation and web technologies led me to Ruby on Rails, culminating in my transition to freelancing in 2010. Focussing on web application development and DevOps, I played a pivotal role in digital product development for companies such as Moviepilot, Friendticker, and DailyDeal, as well as industry giants like Google and VIACOM.

From 2015 to 2020, I had the privilege to help shaping the Berlin studio of Digital McKinsey. In numerous studies for global clients across diverse sectors, I not only successfully executed digital transformations but also developed market-leading products alongside diverse teams.

Starting in 2021, I seized the opportunity to launch two proprietary products. In addition to successfully starting the retrocomputing platform 8bitnews.io, I also introduced metrik.one, a novel advanced analytics tool for Mailchimp users.

SKILLS

Product Ownership



Product Management



Agile Methodologies



Team Leadership



RQS Engineering



RQS Analysis



EDUCATION

Humboldt University Berlin

Computer Science
2002

Rosa-Luxemburg Gymnasium Berlin

A-Level Exam
1996

CERTIFICATIONS

MITP

2006

REFERENCES

Dr. Ulrike Deetjen

McKinsey & Company
Partner
ulrike_deetjen@mckinsey.com

Kasar Masood

VIACOM
Director Int. Technology & Operations
kasar@diguality.com

Mike Pukall

Eventec GmbH
Co-Founder
mike.pukall@vo-da.de

Uwe Sandner

servtag GmbH - friendticker.de
CTO
uwe.sandner@gmail.com

EXPERIENCE

Co-Founder, Creator and Publisher

8bitnews.io
01/2021-Present

Founder & Writer: Built a micro-publishing platform & retrocomputing newsletter

- **Strategic Development:** Spearheaded the creation of a micro-publishing platform tailored to our own needs for 8bitnews.io
- **Technical Leadership:** Co-engineered a JAM stack based micro-publishing platform, using latest web development practices
- **Marketing Acumen:** Developed persona-driven ad campaigns aimed at kick-starting customer acquisition including marketing asset- and presentation-design
- **Writing:** Writing and publishing the newsletter bi-weekly including the creation of all necessary visuals

Co-Founder and Creator

metrik.one
10/2021-10/2023

Co-Founding & Development: Engineered an advanced analytics tool for Mailchimp

- **Product Design:** Conceived and integrated 80+ distinct metrics and time series, providing detailed analytics for growth, engagement, and user behavior
- **UX/UI Design:** Led the user experience design of a comprehensive Electron application, ensuring intuitive navigation and quick insights for Mailchimp users
- **Data Analysis:** Authored all SQL queries and necessary code underpinning the application's data retrieval and analysis mechanisms, ensuring performance
- **Online Marketing:** Led the design and visual development of the application's website and ad campaigns, crafting a cohesive brand image

Ext. Advisor

McKinsey Digital
07/2015-12/2020

Digital Strategy Consulting: Pioneered top-tier digital transformations globally

- **Strategic Leadership:** Joined studies to craft and execute digital strategies for top 50 global firms, greatly enhancing business processes and competitiveness
- **Team Management:** Assembled and directed cross-functional teams to develop and deploy applications, focussing on client needs during integration into existing systems
- **Technical Expertise:** Engaged in hands-on software development and DevOps for projects, leveraging technical expertise ensuring top-tier quality and efficiency
- **Stakeholder Management:** Conducted consultations, translating technical details into actionable business goals improving decision-making for C-level of client organizations
- **Boardroom Relations:** Presented to board, communicating strategic value and technical intricacies of digital initiatives, winning support for project roadmaps and investments
- **Executive Steering:** Established strong relationships with C-level executives, facilitating ongoing discussions about digital transformation and its impact on business outcomes
- **Trend Monitoring:** Continuously monitored the global digital landscape, identifying emerging trends and technologies, advised clients on potential opportunities and threats

TECHNOLOGY

Ruby on Rails (17yrs)
REST (17yrs)
JavaScript (13yrs)
React (5yrs)
Redux (5yrs)
Node.js (13yrs)
DevOps (17yrs)
Docker (9yrs)
Kubernetes (5yrs)
Amazon Web Services (AWS) (13yrs)
Cloud (AWS/Google/Azure) (13yrs)
git (17yrs)
HTML (23yrs)
CSS (17yrs)
Haml, SASS (13yrs)
JSON (13yrs)
Linux (26yrs)
Nginx (15yrs)
MySQL (18yrs)
MongoDB (13yrs)
Postgres (11yrs)
Redis (13yrs)
Memcached (17yrs)

SOFT SKILLS

Software Architecture (21yrs)
Enterprise Architecture (11yrs)
Product Management (8yrs)
Product Ownership (8yrs)
Project Management (8yrs)
Digital Transformations (8yrs)
Team Leadership (10yrs)
Agile Methodologies (17yrs)
Requirements Analysis (8yrs)
Requirements Engineering (8yrs)
Business Analytics (8yrs)
Strategic Consulting (8yrs)
Digital Venture Building (8yrs)
IT Security (18yrs)

EXPERIENCE

Lead Ruby on Rails & Javascript Developer

VIACOM International Media Networks GmbH
03/2014-06/2015

Technical Leading: Steered complex software development for iconic brands

- **Technical Guidance:** Acted as a primary technical point of reference within a team of software developers, providing guidance, ensuring adherence to best practices
- **Project Contributions:** Contributed to relaunches of MTV, VIVA and Nickelodeon for various North European countries
- **Stakeholder Collaboration:** Collaborated closely with stakeholders to ensure alignment of development activities with overarching business objectives
- **Technical Mentorship:** Led by example, demonstrating high proficiency in Ruby / Rails / Javascript, and regularly taking on the most challenging development tasks
- **Architecture Contributions:** Contributed to software & architecture design, ensuring that solutions were scalable, maintainable, and met business needs

Co-Founder, Architect, Lead Developer

eventec GmbH
10/2013-02/2014

Architecture & Development: Built an autonomous trading systems for Amazon listings

- **System Design:** Planned, designed, and seamlessly integrated various event-driven technologies to produce a robust, autonomous trading platform
- **Software Development:** Engineered a real-time application dedicated to executing fully automated trading operations on Amazon listings, enhancing efficiency and scalability

Founder, Architect and Lead Developer

kassomat.net
03/2013-09/2013

Founding & Development: Revolutionized german VAT declaration applications

- **User-Centric Design:** Developed "kassomat", a streamlined VAT declaration tool tailored for freelancers, reducing the filing process to just 1 minute
- **Full-stack Development:** Engineered a responsive single-page application, integrating a Ruby on Rails backend and various services, all served via a RESTful API

Freelance UX/UI-Designer and JS Framework Developer

Toyota Germany
01/2013-02/2013

UI/UX Design: Crafted next-gen web components for Toyota's digital experience

- **UX Implementation:** Designed and crafted user interfaces in line with Toyota's new CSS3 UX/UI style guide
- **Web Components:** Engineered responsive web components utilizing the latest in HTML5 and CSS2/3 standards

PROJECTS

metrik.one

Advanced Analytics App for Mailchimp
2023

8bitnews.io

Renowned Retrocomputing Newsletter
2021

teams-shop.de

e-Commerce Multi Brand Solution
2021

Sixty/5o2

Assembly MicroOS for BE6502
2020

kassomat.net

Freelancer Tax Declaration App
2013

gitreport.com

Git based Auto-Invoicing App
2011

telefonanlage-shop.de

Leading e-Commerce Solution
2010

shipbids.de

Transport Auction Platform
2007

GEMS

ApiRunner

DSL based testing tool for RESTful APIs
2010

KingPin

PinCaster integration for ActiveRecord
2011

Mongestry

Ancestry for MongoDB
2012

Rails 4 before_render

before_render hook for Rails 4
2014

EXPERIENCE

Freelance Senior Ruby on Rails and JS Dev

DailyDeal.de - a (former) Google company
05/2011-12/2012

Lead Development: Set new development standards with a robust mobile platform and API

- **Mobile Web Development:** Spearheaded the creation of a mobile platform utilizing Ruby on Rails full-stack, setting a new standard for in-house development
- **API Design:** Conceptualized, designed, and developed a comprehensive RESTful API, ensuring seamless integration for the new mobile platform
- **Performance Optimization:** Crafted a high-performance JavaScript single-page application, with special focus on optimal performance under high-traffic conditions

Freelance Senior Ruby on Rails Developer

Friendticker.de - servtag GmbH
01/2011-04/2011

Mentoring & Development: Rails based framework development and team guidance

- **Technical Leadership:** Championed the implementation of Ruby on Rails, driving full-stack development and setting new standards for the company's technical framework
- **Team Mentoring:** Worked closely with a cross-functional team, mentoring in tools like git, Ruby on Rails and others, and ensuring seamless application development

Founder / CEO

ShipBids.de - ShipBids GmbH
01/2006-12/2010

Founding & Development: Revolutionized freight exchange with a specialized platform

- **Startup Leadership:** Co-founded and steered shipbids.de, establishing it as a formidable competitor in the freight exchange marketplace domain
- **Platform Design:** Architected, designed, and developed the platform using Ruby on Rails and JavaScript, encompassing a spectrum of services tailored to the industry's needs
- **Holistic Management:** Oversaw all facets from strategic planning to operations, driving consistent growth and iterative feature enhancement over a span of nearly five years
- **End-to-End Responsibility:** Managed the entire development lifecycle, from initial design and feature ideation to testing, deployment, and DevOps

Freelance Senior Ruby on Rails Developer

Moviepilot.de - moviepilot GmbH
08/2010-11/2010

Web Development: Innovated API solutions and open-source testing tools for developers

- **API Development:** Crafted a robust RESTful API using Ruby on Rails, ensuring high speed recommendation delivery to millions of clients
- **Tool Creation:** Pioneered an automated API testing tool (APIRunner) and published it as a Gem



LANGUAGES

German

fluent / mother tongue

English

fluent / business

Toki Pona

beginner

INTERESTS

- Digital Photography
- Retro Computing
- MOS6502 Assembly Programming
- Historic Space Technology
- Quantum Physics / Quantum Chromodynamics
- Application of ML and Alternate Approaches to Gradient Descent in Multi-Layer Neuronal Networks

EXPERIENCE

Freelance Senior Ruby on Rails Developer

telefonanlage-shop.de - Voice & Data GmbH
03/2010-07/2010

Co-founding & Development: Pioneered a lasting, niche-leading e-commerce platform

- Platform Design: Spearheaded the full-stack development of a market-leading e-commerce platform using Ruby on Rails and JavaScript
- Feature Development: Strategized and implemented e-Commerce functionalities, including sophisticated inventory management systems and robust CRM features
- Lifecycle Management: Regularly updated and extended the platform's capabilities, solidifying it in its niche through continuous technological innovation
- Operational Excellence: Handled a gamut of DevOps tasks, ensuring seamless deployment, consistent uptime, and optimal platform performance over the years

Developer, Lead Developer, Product Marketer

e.siqia GmbH
05/2005-12/2009

Lead Development: Established X.509 digital signature & encryption in the e-health sector

- Software Development: Lead the implementation of software components, emphasizing digital signature and military-grade encryption
- Hardware Development: Integration of smartcards and HSM's in health sector projects
- Product Marketing: Co-developed EU wide marketing strategy
- Key Accounting: Managed X.509 PKI based client projects within the health sector

Sales Manager International

Höver GmbH
02/2005-04/2005

International Marketing & Sales: Expanded global reach and built key partnerships

Student Assistant/Freelancer

Max-Planck-Institut für Humangenetik
07/2001-09/2002

Research & Development: Supported genetic discoveries with tailored web technology

Postproduction Student Assistant

Triumph-Adler / Kopier Berlin GmbH
06/2000-06/2001

Print Post-Production: Ensured quality in large scale print environment

PUBLICATIONS

Open source based Public Key Infrastructures

Linux Magazin
2006