Javier Ubillos

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Director of technology
Transforming organizations towards pragmatic efficiency, innovation and robustness.

Javier Ubillos is a communicative leader, providing direction and support for my teams and managers at Magine.

With a knack for how to create enthusiasm and engagement as well as focus on business value Javier leads by example. The way to building and guiding teams and organizations to sustainable teamwork goes through personal commitment coupled with clear, honest and direct communication.

A company's road to success, presents forever changing challenges. Javier thrives in an environment that continually need to adapt to succeed. He excels in his ability to communicate the uncertainty and change in a way that, rather than causing distress in an organization, instead inspires and lays the groundwork for creative, focused and efficient initiatives in my team.

Javier is an engaged technologist, gladly coaching or directly participating in solving challenges, technical or organizational. Ranging from continuous-integration and devops setups to message-bus:es and visualizations.
The little spare time that is left, is spent on hobbies such as building 3d-printers and developing software (github.com/jav).

Javier has worked throughout the entire business-stack.
From interfacing with the business side in both operational and strategic roles defining and communicating decisions or teaching iterative development to working with management with prioritization or setting up an organization that is intuitive to manage and that enables autonomy, local initiative and innovation.

In the strive to achieve a sustainable organization, Javier provides both technological leadership, in delivering sustainable technical choices to support the business, as well as organizational leadership.
To achieve this, Javier uses a wide variation of tools, including: Scrum, Kanban, Book-clubs (e.g. about change), self-development coaching (e.g. using The Product Owner Framework), workshops (e.g. kanban pizza game or Elephant Carpaccio) and mob-programming.

Technologies

Languages	Hands-on:	C, Python, Angular, React-native, PHP, Java ,Bash
	Managed teams:	Python, Angular, React, Java, Scala, Ruby, Clojure, Bash
Services & platforms	Hands-on:	MySQL, Postgres, Cassandra, Elastic Search, Heroku, AWS
	Managed teams:	Postgres, Cassandra, Kafka, Elastic Search, Storm, Spark, AWS, GCP, Aurora, Mesos, Docker

VP of Engineering, head of product & platform at Magine   Feb 2017 - Present

Managing the evolution of the Magine distributed media platform.

- Leading a diverse team of ~45 individuals, with responsibilities ranging from mobile clients and management-consoles to pure-backend and infrastructure and teams.
- Aligning diverse teams towards delivering end-to-end value.
- Balancing development of business strategic capabilities and tactical shorter term development to meet our customers needs.
- Connecting engineering with business needs, setting teams up for autonomy, local initiative, and innovation opportunities.

Day-to-day operations include the full range from negotiating and setting strategic goals together with business partners and stakeholders, to personally operationally leading development teams (awaiting hiring the right lead-hire) to mentoring/coaching my team of product owners and managers.

Manager & Product Owner at Magine   Jul 2016 - Feb 2017

Line manager responsibility as well as product owner responsibility for the payments and subscription cross functional team and the meta-data systems engineering team.

- Mentoring our customers implementation teams leadership.
- Interim line manager for our team of testers
- Product Owner for our SmartTV and console development team.
- Mentoring of emerging leaders within our organization.
- Continuously improve coordination and communication within Magine through coaching and empowering.
- Contributing to Magine in a wide variety of ways, filling in whichever role is needed. Ranging from recruiting coordination, patent incentive processes, research collaborations to coordination of internal projects and delivery dependencies.

Product Owner at Magine   Dec 2014 – Jul 2016

- Product Owner for the direct-to-consumer web team, delivering several new features to our users.
- Founding Magines first dedicated cross-functional team (chartered to improve retention and activation KPIs, making Magine a personalizable experience).
- Product Owner for TV-guide integrations between Magine and partners.
- Product Owner for Magines meta-data infrastructure team.

Product Owner at Spotify   Jun 2012 - Dec 2014

Operational Monitoring
Product Ownership for the operational monitoring team at Spotify.
We are engaged in providing insights and tooling to manage the Spotify backend (>10k servers, both on-site, bare-metal as well as virtual instances).

We are engaged in the Spotify efforts to create truly autonomous teams, where a team might have limited or no experience in operating the services they create. To serve these teams, we focus on easy-to-use tools for operational insight, ranging from real-time on-call scenarios to long-term capacity planning.

Some of the software we created was later open-sourced:
* https://github.com/spotify/heroic (when first published, the backend was Cassandra. Today it is Google Bigtable)
* FFWD: A metrics forwarder (lower overhead than collectd)

Operational urgency triage team
As Spotify transitioned towards a dev-ops organisation, with autonomous teams who where expected to own their own services, an urgency support team was put together.
The teams life cycle went through being the team that would, hands-on, resolve urgent issues, to being a support team (solving issues together with the service owning team), to an teaching team, to being replaced by a series of articles in the internal wiki. The team was successfully disbanded once the number of urgent support tickets where less than one per week and the total number of operations-support tickets was small enough to be answered informally in internal emaillist.

Data collection
The data collection team where chartered with providing self-serve solutions for data collection and A/B-testing. Both for real-time use as for batched consumption (e.g. billing or A/B-test analysis).

We improved the existing monitoring infrastructure in parallel with creating a reliable real-time logging pipeline (based on Apache Kafka (0.7), which we used to create a 100% delivery guarantee or halt pipe-line). The data was used for anything between labels-reporting and debugging of the Spotify client to A/B testing the performance of the Spotify client.

Backend infrastructure developer at Spotify   Oct 2011 - Jun 2012

Backend development in Python.

Sitemon
Maintenance and improvement of Spotifys legacy service monitoring system. Built on Munin (round-robin metrics database), rsync and Scala.

Hermes
Service discovery and service intercommunication library built using DNS extensions and zeromq.

Founder at MSL technologies   Aug 2011 - Oct 2015

Custom PCB production, at the quality, price and speed-of-delivery that best fits you!

In this startup, we strived to differentiate by keeping a tighter loop between the PCB-producers and the customers. At this time, the competition where trying to capture the customers by proxying all communication between PCB-producers and the customers, leading to slower communication loops, more iterations and lower production accuracy (due to miscommunications), all contributing to longer leadtimes and a more expensive chain.

MSL Technlogogies provided a transparent service, where we guaranteed production and delivery of PCB to spec for a wide range of possible standards and customer requirements, in any of our partner factories in the nordic, E.U., outside of E.U and in Asia.

PhD Student, computer communications at Mälardalen University   Oct 2009 - Present

Inactive, but still technically enrolled PhD Student on the topic "Identity oriented network architectures and mechanisms.".
Presently, not actively researching.

Publications

> Understanding user behavior in Spotify – 2013
> Name-based Shim6: a name-based approach to host mobility – 2012
> Name-Based Sockets Architecture – 2011
> Scenarios and Research Issues for a Network of Information – 2008

Technical Program Commitee

> Swedish National Computer Networking Workshop – 2017, 2016, 2015, 2014

Project Manager & Lead Developer at Swedish Institute of Computer Sience

Feb 2007 - Oct 2011

Leading the development of name-based sockets in collaboration with Tsinghua University, Ericsson Research (San Jose) and Master students (Royal Institute of Technology, Mälardalen University).

Education

Master of Computer Sience, at Mälardalen University - 2007

Languages Spoken and written

English, Swedish, Spanish