

Luiz Gonzaga dos Santos Filho, MBA

 Vancouver, Canada  www.luiz.dev  [Email](#)  [LinkedIn](#)  [Topmate](#)  [SpeakerDeck](#)  [GitHub](#)

A people-first leader building high-performing teams and scaling organizations for ~22 years.

I'm continually [upskilling myself](#) and love sharing what I know. Feel free to check some of my testimonials and recommendations on my [LinkedIn](#) and [Topmate](#) profiles (where I've been recognized as a top 1% mentor globally and top 100 in Canada).

For a more verbose version of my resumé, visit luiz.dev/cv/verbose.

Experience

Mentor @ Topmate.io

 **Oct 2023 – present**


- Awarded top 1% globally and top 100 in Canada

Software Engineering Manager → Senior Software Engineering Manager @ Coursera

 **Feb 2021 – present**

- **Drove Enterprise growth:** by leading key Enterprise initiatives, unlocking 7 figures of dollars in recurring revenue
- **Grew the Enterprise org:** managed several teams and charters, hired and promoted engineers to Senior, Staff and Manager
- **Enhanced organizational efficiency** with org-wide processes, improving metrics and accountability, reducing touchpoints, improving leadership decision-making and recouping 6 figures of dollars per quarter
- **Championed DE&I and well-being** by authoring and driving different org-wide policies around DE&I, measurably increased our hiring pipeline's diversity and maintained highest team retention in the org

Software Engineering Manager II → Software Engineering Manager III @ Amazon / AWS

 **Sep 2017 – Dec 2020**


- **At Amazon Payments:** led a cross-functional team to deliver the end-to-end payments integration for Amazon Turkey (amazon.com.tr), involving international and cross-department collaboration and materializing Amazon's expansion in Europe; drove early adoption of PSD2 regulations, ensuring European market compliance ahead of competitors; owned Payment on Delivery for India market
- **At AWS Route53:** hired and grew a team from scratch; measurably improved operational efficiency, accessibility, and usability across five different products; owned multiple product roadmaps and delivered two global product launches, expanding AWS Route53's presence into new markets and regions
- **Drove organizational change and fostered inclusion:** improved our sourcing efficiency by ~32% and our pipeline's diversity by ~11%; championed an engineering-wide policy to promote inclusion and belonging; as a certified Cultural Competences for Teams instructor, trained hundreds of leaders and engineers around diversity and inclusion
- **Mentored and supported other managers:** served on the Software Engineering Manager Peer Advisory board, providing guidance and support to peers

Senior Frontend Engineer → Frontend Team Lead @ Brandwatch

 **Apr 2016 – Feb 2017**

- **As the Frontend team lead:** helped the PM with agile ceremonies and backlog prioritization; liaison with the team manager in the UK headquarters
- **As a Senior Frontend Engineer:** worked existing and new feature development on Brandwatch's main product (Analytics); refactored thousands of files on a 5-year-old jQuery codebase, improving bundle size, patching security vulnerabilities, and enabling new features to be used

Full-stack engineer @ X-Team

 **Apr 2015 – Apr 2015**

- Short collaboration with X-Team's CTO researching, planning and developing the next phase of X-Labs (their open source initiative) and other internal projects involving IndexedDB


Software Engineering Manager @ DataEasy

 **Jun 2014 – Mar 2016**

- **Led Engineering Transformation:** directed a company-wide shift to modern DevOps and ChatOps practices, including Git, SemVer, CI pipelines, live application monitoring, automated release management, enabling higher quality and faster releases and allowing the IT department to stay leaner
- **Championed Process Improvement:** mapped all engineering processes, reduced touchpoints and staffing needs
- **Fostered growth and upskilling:** partnered with a local university to provide automated testing courses for senior engineers, streamlining testing cycles and reducing release bottlenecks

- **Cultivated Innovation and Learning:** created a bi-weekly program fostering innovation and knowledge sharing through tech talks and experimentation with new technologies

Senior Frontend Engineer @ Brandwatch

 **Apr 2013 – Nov 2013**

- Developed their main product line: brand Analytics
- Wrote codemods to refactor thousands of files, defining conventions for all frontend, reducing code review length and improving time to merge

Senior Frontend Engineer → Frontend Team Lead @ Content Fleet

 **Apr 2012 – Mar 2013**

- Developed REST APIs and core MVC applications during the startups growth phase
- Led mobile responsiveness efforts and performance optimization initiatives, significantly reducing network calls and minimizing source code for a faster UX, especially on mobile devices
- Responsible for the frontend strategy, conventions, quality, performance improvements and training new team members

Full-stack Engineer @ Goiás State Government

 **Feb 2007 – Mar 2012**

- Maintained the State's payroll and other Human Capital Management (HCM) systems for over 200k employees and citizens
- Led several performance, usability and accessibility improvements

Junior Full-stack Engineer @ DR Sistemas & Interagi

 **2004 – 2005**

- Interagi: developed CRUD applications and did some programmatic image processing
- DR Sistemas: developed a Backend application for the public law sector

Misc Software Engineering & Consultancy gigs @ Freelancer

 **Jan 2003 – Dec 2014**

- Vega Sistemas, Brazil: High-level architecture on migrating a desktop application to a web platform
- SENAC Goiás, Brazil: Consultancy on web development best practices, productivity tools, agile methodologies and programming languages for their internal development department
- Federal University of Goiás, Brazil: Developed their public admission (Vestibular) system and website

Other

Over 23 experiences as an instructor or speaker and 7 volunteer positions around leadership, web development, community and the arts. See all of them at luiz.dev/cv/verbose.

Education

Degrees

- Business Process Management, MBA @ IT Management Institute (IGTI) – Brazil
- Computer Engineering, Bachelor @ Federal University of Goiás – Brazil
- Computer Science, Visiting Student @ Saint Mary's University – Canada

Languages

- Portuguese — Native
- English — Fluent
- German & Spanish — Basic

Other

Over 33 courses and specializations taken, 70 books read, 30 events attended and 8 achievements on software engineering, entrepreneurship, leadership and self growth. See all of them at luiz.dev/cv/verbose.

Skills and Competencies

12 factor apps agile methodologies art aws b2b backbone bdd bpm budgeting business process management candidate sourcing career growth coaching communication community continuous integration cross-functional collaboration css cvs de&i (diversity, equity & inclusion) delivery management devops docker documentation ed-tech education effective communication enterprise event management external communication flux freetest github google apps scripts hibernate highcharts hiring html internal communication jasmine java ee javascript jenkins jira jquery jsp kanban leadership leveldb management marketing maven mentoring mentorship mongodb monitoring mustache mysql new relic ngo node non-for profit operational efficiency organizational strategy payment services people management performance metrics phantom php pivotal tracker policy development postmortem process process improvement product development product launch project management

public relations public speaking react remote collaboration require requirejs rest resume revenue growth risk management route 53 scrum semver shell script
software development software development life cycle software engineering software quality software testing spiritualism sql stakeholder engagement stakeholder management
struts svn tape team management testlink theater time managing underscore user experience velocity vendor relationship web development web services