# Luiz Gonzaga dos Santos Filho

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A people first geek with 20+ years of building software and teams in different countries and company sizes.

My mission as an engineering leader is to create a high performing, calm, inclusive, work-life balanced environment for my teams.

edTech education aws

## **Experiences**

### **Software Engineering**

O Feb 2021 - present

Coursera

Senior Software Development Manager

Managed several teams and charters in the Enterprise org:

- · Responsible for key Enterprise metrics and projects, unlocking millions of dollar in revenue
- Responsible for key products like SkillSets, Employability and Admin experience
- Created a new operational process for the org, increasing operational health metrics
- Measurably improved "bus factor" in the team (knowledge distribution and component ownership)
- Improved team's processes for better remote-first practices and more efficient collaboration with other teams and stakeholders

#### Organizational contributions:

- · Above average interview count
- Mentored a Senior Engineer towards becoming an Engineering Manager
- Created an engineering-wide policy, increasing inclusiveness and belonging
- Volunteered in the DE&I squad, helping come up and drive many of the org-wide goals taken in the area
- Improved our Postmortem process, automating and reducing high touch-points, enabling better accountability, metrics and easier knowledge sharing within the company
- Reduced context switching, improved documentation and efficiency for cross functional collaboration in Enterprise org's biggest cross-functional internal forum
- Proposed measurable improvements for other orgs (Recruiting and IT), increasing the hiring pipeline throughput and diversity

(Sep 2017 - Dec 2020)

Amazon / AWS

Software Development Manager III

- Payment Services AWS Route 53 Agile People Management Delivery Management
- Proposed and implemented an engineering-wide "Going off-call" policy, increasing inclusiveness and belonging
- Became a certified Cultural Competences for Teams instructor, increasing inclusiveness and diversity awareness to the many hundreds of employees that took the training.
- Part of the Software Development Manager Peer Advisory board, helping new managers onboard and be successful in the company
- Promoted to Software Development Manager III

### **Amazon Payments**

- Team owning 2 charters (International Expansion integrations and Payment on Delivery)
- Delivered amazon.com.tr (Amazon Turkey) payments integration. This multi-year project involved weekly collaboration and coordination with different teams, roles, partners, vendors in different countries.
- First team to start PSD2 work that enabled Amazon to stay complaint in Europe (SEPA DD)

#### AWS Route53

- · Started a team from scratch, hiring 7 engineers
- Responsible for maintaining existing and building new generations of different Route53's User Experience (Consoles) with measurable operational, accessibility and usability improvements.
- Owned 5 different products in 2 different tech stacks, serving different sub- orgs with different stakeholders.
- Launched two world-wide projects and expanded our presence to multiple new partitions and regions.
- Improved Route53 org's sourcing efficiency by ~32% and our candidate diversity by ~11%.

O Apr 2016 - Feb 2017

Brandwatch

Team Lead & Senior Developer









- Worked on existing and new features on their main product (Analytics)
- Wrote a script to perform a massive refactor (thousands of files) to update a ~5 year old jOuery codebase (with several breaking changes) to the latest version, improving bundle size, patching security vulnerabilities, improving performance on some DOM operations and enabling new jQuery features for the team to use
- Tracking overall progress of the team and removing blockers
- Helping the PM with Scrum ceremonies and prioritization
- Having local, more frequent 1-1s with the team

O Apr 2015 – Apr 2015

X-Team (Remote)

Node Javascript React Flux LevelDB Tape Highcharts jQuery BPM

Scrum XP Kanban SemVer BPM Software Testing Freetest Testlink

Full stack developer

Hired by the awesome remote company X-Team to help researching, planning and developing the next phase of X-Labs (their open source initiative) and other internal projects involving IndexedDB. Great team, expert people, cool tech and tools.

① Jun 2014 – Mar 2016

DataEasy

Jenkins Continuous Integration Shell Scripting Java EE Maven GitHub Software Development Manager Node Docker Management DataEasy provides different solutions for end-to-end electronic document process management and automation. It has Brazil's biggest private and government organizations as their clients.

## Technical contributions:

- Managed 5 teams and 4 charters (all their products)
- Hired for a new team from scratch (5 engineers and 1 Business Analyst)
- Migrated the company's infrastructure to Git and Github
- Implement Semantic Versioning to all products in the company
- · Implemented the company's first automated release script
- · Create their first CI pipeline with Jenkins and Github
- Introduced Slack to the company and create a set of ChatOps commands to manage releases
- The points above enabled me to introduce the concept of "DevOps" in the company, enabling engineers to prep releases on their own with confidence and efficiency, enabling IT department (previously preparing the releases) to stay small and lean
- Introduced advanced monitoring in our applications (New Relic)

### Organizational contributions:

- · Created "Funky Fridays": bi-weekly innovation/learning days where employees could experiment with new technologies and solutions, prepare a tech talk for the company, etc
- Documented all process in the engineering department in BPMN and presented to all employees. That tacit knowledge was now documented and allowed us to identify rooms for improvement, enabling employees to also think about improvements and to better understand the organization in general, facilitating career growth and hence retention
- Collaborated with local University and had a few senior engineers join me in automated tests course provided by top professors. This combined with the above allowed us to streamline our testing cycles, reducing a big bottleneck in our release cycle

ode Javascript

Helped choose a new ticketing system for the company

Nov 2013 – Jan 2016

GOJS User Group

Cofounder / Volunteer

Founded and ran the first Javascript user group of the state.

- · Workshops planning and organizing
- · Presenting talks
- · Community moderation
- · Website creation and maintenance,

May 2014 – Jan 2017

SENAC Goiás

SENAC is the largest agency for professional education in Brazil, present in more than 1800 cities. This was a short job as a consultant on new web technologies and architectures to aid their team and organization towards a more robust and modern system architecture, developer happiness and productivity.

O Apr 2013 - Nov 2013

Brandwatch

Senior Developer

Node Javascript Require Backbone Underscore HTML 5 CSS 3 Highcharts jQuery Mustache BDD Jasmine Phantom REST Scrum GitHub JIRA

Worked on existing and new features on their main product (Analytics). Wrote a simple codemod to organize and format files, reducing future diff sizes and improving readability of the entire codebase.

O Apr 2012 - Mar 2013 MongoDB Javascript Require Backbone Underscore HTML 5 CSS 3 Content Fleet Team Lead & Senior Developer Worked as frontend-focused full stack engineer. • Developed RESTful APIs, and their main MVC application. · Created the company's first automated deploy script. Sped up the app's performance by minimizing the amount of network calls, introducing tools to minimize source code, removing dead code, downsampling raster images, etc. • Improved the app's UX and performance in high resolution displays by drawing icons in pure CSS, converting images to vectors (SVG), etc. Became the Frontend Team Lead. Additional responsibilities: • Responsible for the team's conventions, refactorings, architectural decisions and app performance improvements. · Responsible for training team members and new hires. © Fev 2007 – Mar 2012 Java EE Velocity SQL HTML Javascript jQuery CSS 3 SVN UX Goiás State Government Full Stack Developer Worked as full stack engineer on "HR Net": the State's human resources web application responsible for payments, vacations, contracts, leaves, etc · Proposed and added several performance, usability and accessibility improvements, impacting hundreds of thousands of daily users • Became a Certified Java Programmer © 2004 – 2005 Java EE Struts Hibernate SQL JSP PHP MySQL HTML CSS SVN CVS DR Sistemas & Interagi Trainee Developer Interagi and DR were where I had my internships - 6 months each. At Interagi, I developed CRUD applications in PHP, MySQL and HTML and some image processing via PHP At DR Sistemas, I developed an application for the public law sector. Responsible for collecting specs from Business and implementing them in Java (S) Jan 2003 - Dec 2014 12 Factor Apps Web Development Team Coaching Individual Coaching Freelancer Agile Methodologies Web Languages Web Services REST Software Developer & Consultant Software Quality Continuous Integration Some companies I have consulted for: Vega Sistemas, Goiânia, Brazil — Consultancy on migrating a desktop application to web platform. Tech, tools and paradigms shift. SENAC Goiás, Goiânia, Brazil — Consultancy on web development, best practices, productivity tools, agile methodologies and comparison of dynamic versus compiled languages. Federal University of Goiás — Development of the Public contest (Vestibular) system and website. As a speaker or teacher 🗰 08 Nov 2016 - Berlin, Germany 🗰 26 Oct 2018 – Berlin, Germany ■ 03 Mar 2017 – Berlin, Germany # 18 Feb 2016 – Goiânia, Brazil Amazon EuroStaff Group Brandwatch DataEasy Ltda Debugging Complex Things Debugging Complex Things Debugging Complex Things "Areas of Responsibility Model" 🗰 05 Feb 2016 – Goiânia, Brazil 🗰 20 Nov 2015 – Goiânia, Brazil 30 Oct 2015 – Goiânia, Brazil # 17 Oct 2015 – Goiânia, Brazil DataEasy Ltda DataEasy Ltda ■ IV JoinCommunity DataEasy Ltda "SMART Goals" "12 Factor Apps" "Developing Peopleware" "Developing Peopleware" # 17 Oct 2015 - Goiânia, Brazil 🟥 16 Sep 2015 – Goiânia, Brazil 🗰 01 Sep 2015 – Goiânia, Brazil # 14 Ago 2015 – Goiânia, Brazil ■ IV JoinCommunity GOJS 7min.js Federal University of Goiás Pontifical Catholic University of "Meteor.js" "Developing a career" "IoT: Introducing Tessel" Goiás "Developing Peopleware" i 20 Mar 2015 – Goiânia, Brazil 🗰 08 Jun 2015 – Goiânia, Brazil 31 May 2014 – Goiânia, Brazil 🗰 29 Mar 2014 – Goiânia, Brazil Federal University of Goiás Federal University of Goiás III Join Community ■ I Workshop GOJS "Programming Languages" "Software Engineering at "Modern JS: from Coder to "Javascript Promises" DataEasy" Shareholder" 🗰 09 Apr 2011 – Itapuranga, Brazil # 17 and 18 Feb 2011 - Goiânia, 🛱 Jul 2014 – Goiânia, Brazil 14 Nov 2013 – Goiânia, Brazil

Absolut Software - 12minutes.me

Brazil

DataEasy Brown Bag Sessions

- "Introduction to Agile Methodologies" "Git & GitHub basics"
- "Cultural Intelligence and the Connection Economy"
- SEBRAE "How tango can make you a better (business) man"
- I LatAm Free Software Installation Festival (FLISOL)
- "Entrepreneurship with free software"

- 🛱 Ago 2011 Goiânia, Brazil
- Computer, Electrical and Civil Engineering graduation
- **Graduation Ceremony Speech**
- 🛱 Ago 2009 Goiânia, Brazil
- VI Goiás Forum of Free Software (FGSL)
- "Introduction to Ruby Language"
- 🛱 June 2009 Goiânia, Brazil
- Goiás State Government
- LibreOffice instructor

# **Volunteer Work**

Volunteer work ignited in me the caring for people: be them the ones we are the doing the work for, or my colleagues. It also taught me to value and dedicate my time for something else than money, for something that would do (or be) good for someone besides myself.

You can check my open source contributions at github.com/lfilho.

- © 2014; 2015 Goiânia, Brazil
- Join Community
- Co-organizer & speaker
- Javascript Node Talks

(S) 2007 – 2009 – Goiânia, Brazil

Marketing, Communication &

Marketing Public Relations External Communication Internal Communication

Information Management teams

AIESEC Brazil / GO

- Napoleon Hill Institute's Master Mind Lead auxiliary instructor

( 2012; 2014 - Goiânia, Brazil

- Leadership Public Speaking Coaching
  - Time managing
- ( ) 2000 2008 Goiânia, Brazil
- Mocidade Espírita André Luiz
- Coordinator, Speaker & Member
- Spiritualism Leadership Events

- (S) 2008 2011 Goiânia, Brazil
- Grupo Arte Nascente (GAN)
- Actor & Web Developer
- PHP NGO Art Theater
- © 2006 2015 Goiânia, Brazil
- Zapt Arteatral
- Actor, Web Developer, President, Artistic Director & Communication Coordinator
- Non-for profit

# **Education**

- Business Process Management, MBA
- **■** Dec 2017
- IT Management Institute (IGTI) Brazil
- Computer Engineering, Bachelor
- **ii** Jun 2011
- Federal University of Goiás Brazil
- i Extra studies on Software Engineering
- i Relative average grade: 85%

- Computer Science, Visiting Student
- **=** 2010/1
- aint Mary's University Canada
- i 2nd round on Trumped Competition
- i Emerging Leaders of America Scholarship

DevSecOps on AWS

Learn Sass

/ AWS Training Center; 32h — Feb 2020

## Relevant courses taken

@ 28 courses on software, entrepreneurship, leadership and self development with a total of ~1023 hours

- Inclusive Leadership: The Power of Workplace Diversity
  - / University of Colorado; 60h Oct 2021
- Search Inside Yourself Leadership Program / SYILI, LEAD & Google; 15h — Sep 2016
- Learn Generators
  - / NodeSchool; 1h Sep 2015
- ► Freetest (TMMi based)

/ Federal University of Goiás; 100h — 2014

- Developing on AWS
  - / AWS Training Center; 32h May 2020
- React.js with Flux / FrontendMasters; 4.5h — Jun 2016
- ▶ WebRTC Fundamentals
  - / PluralSight; 1.66h Aug 2015
- Startup Engineering / Stanford / Coursera; 70h — 2013

- Architecting on AWS
  - / AWS Training Center; 32h April 2020
- Kick Off Koa.js
  - / NodeSchool; 4h Oct 2015
- ▶ Level DB
  - / NodeSchool; 4h Apr 2015
- Projects on Carbon Credits / Eficiência Institute; 20h — 2012
- Business Process Management (BPM)

/ NodeSchool; 2h — Sep 2015

- / BP Company; 16h; 16h 2014
- Leadership, Interpersonal Intelligence and Effective Communication
  - / Napoleon Hill Institute's Master Mind; 48h 2011
- Java Web

- Empretec Seminar / SEBRAE: 60h - 2011
- ▶ Immersion Behavior Driven Development
  - / e-Genial; 12h 2010
- Immersion Ruby on Rails / e-Genial: 12h — 2010
- / SENAI FATESG: 95h 2007

- Software Development Process
  / Government School; 40h 2007
- Advanced Adobe Flash and Actionscript / SENAC; 56h — 2004
- Linux (basic, intermediate, advanced)/ 3Way Networks; 40h — 2006
- ► Graphic Projects workshop

  / SENAC; 4h 2003
- Web accessibility; XSLT; Tableless / Atípico; 20h — 2005
- ► Web Design / SENAC; 120h — 2002
- ► Information Systems workshop / UFG; 32h — 2004
- ► Programming logic / SENAC; 90h — 2001-2002

#### Relevant events attended

@ 27 events on technology and entrepreneurship in different cities and countries

- WebDevCon / Seattle, USA; 16-19 Apr 2019
- ► TEDx Goiânia / Goiânia, Brazil; 21 Oct 2015
- 3rd Join Community/ Goiânia, Brazil; 30-31 Mai 2014
- Reject.js / Berlin, Germany; 12 Sep 2013
- X Software Engineering Journey of Goiás
   / Goiânia, Brazil; 24, 25 Sep 2010
- II Goiás Forum of Free Software / Goiânia, Brazil; 1 Oct 2005
- ▶ II Java Gyn / Goiânia, Brazil; 15 July 2004

- ► AWS Console Unconf / Seattle, USA; 29-30 Jan 2019
- 4th Join Community / Goiânia, Brazil; 16-17 Oct 2015
- Analyzing network vulnerabilities / Goiânia, Brazil; 26 Apr 2014
- Ruby Conf Brazil/ São Paulo, Brazil; 3-4 Nov 2011
- VIII Software Engineering Journey of Goiás
   / Goiânia, Brazil; 3,4 Oct 2008
- ▶ IBM: Migrating and developing for Linux / Goiânia, Brazil; 18 May 2005
- ► IX Web Design Meeting / Brasília, Brazil; 15 Jul 2004

- Web Summit / Lisbon, Portugal; 7-10 Nov 2016
- And Yet Conf
  / Richland, USA; 06-08 Oct 2015
- 19th Convendas (Sales congress) / Goiânia, Brazil; 15 Mar 2014
- International Conf of Innovative Cities
   / Curitiba, Brazil; 17-20 Mai 2011
- ► I IT Governance Seminar / Goiânia, Brazil; 31 Mar 2008
- I LatAm Free Software Installation Festival
- / Goiânia, Brazil; 2 Apr 2005

  I National IT Congress
  / Goiânia, Brazil; May 2004

- CodeMotion Conf / Berlin, Germany; 24-25 Oct 2016
- Google Developers Group DevFest 2014
   / Goiânia, Brazil; 17 Sep 2014
- ▶ JSConf.eu

  / Berlin, Germany; 14-15 Sep 2013
- I LatAm Free Software Installation Festival / Itapuranga, Brazil; 9 Apr 2011
- Java: JEDI Initiative / Goiânia, Brazil; Sep 2007
- I Electric and Computer Engineering Week / Goiânia. Brazii: 8-12 Nov 2004

# **Certifications and Noteworthy achievements**

- ▶ AWS Certified Cloud Practitioner; Nov 2018
- "MasterMind Commender and Class' Name" title on MasterMind training in Leadership, Interpersonal Intelligence and Effective Communication; 2011
- ▶ "Best presentation" prize on MasterMind training in Leadership, Interpersonal Intelligence and Effective Communication; 2011
- ▶ "Self Overcoming" prize on Empretec Entrepreneurship Seminar; 2011
- ▶ IELTS (International English Language Testing System), 8 points in 2017 (89%)
- ▶ KITE (Kaplan International Tools for English), C2 Level Proficient (564 points) in 2015
- ▶ TOEFL (Test of English as a Foreign Language), 108 points in 2011 (90%); 103 points in 2009 (86%)
- Sun Certified Java Programmer (SCJP) for the Java 5 Platform; 2008

# Languages

Portuguese — Native

**▲☑** English — Fluent

▲ German & Spanish — Basic

# (The not so) Off topics

#### Relevant content

## Software Development

 $\ensuremath{\mbox{\ensuremath{\mbox{$\odot$}}}}$  23 books on programming languages, techniques and tools

Mastering Vim/ Jovica Ilic

► Shape Up
/ Ryan Singer

- ► The End of Privacy

  / B.J. Mendelson
- The Tao of Tmux and Terminal Tricks
  / Tony Narlock

▶ InnerSource: Keys to collaboration and Webpack from apprentice to master Getting Started with Meteor.js Clean Code productivity inside your company / Juno Vepsäläinen / Robert C. Martin / Isaac Strack / Andy Oram Pro Git Developing Backbone Applications Javascript - The Good Parts Practical VIM / Drew Neil / Scott Chacon / Addy Osmani / Douglas Crockford Code Simplicity ▶ The Node Beginner Book Learn Rails 3 by example Agile web development with Rails 2 / Max Kanata-Alexander / Manuel Kiessling / Michael Hartl / Dave Thomas, David Heinemeier Hanson Rework ▶ Rails for Java Developers Getting Real Head First: Servlets & JSP / Stuart Halloway, Justin Gehtlan / Jason Fried, David Heinemeier Hanson / 37 Signals / Kathy Sierra, Bryan Basham, Bert Bates ▶ Head First: Design Patterns ▶ Regular Expressions ▶ Java: How to Program / E. Freeman, E. Robson, B. Bates, K. Sierra / Aurélio Marinho Vargas / Deitel Soft Skills at 2 books on leadership, culture, productivity, entrepreneurship and management ▶ The Infinite Game Find Your Why Man's Search for Meaning Thinking, Fast and Slow / Simon Sinek, David Mead & Peter Docker / Simon Sinek / Viktor E. Frankl / Daniel Kahneman ▶ The Subtle Art of Not Giving a F\*ck: It Doesn't have to be Crazy at Work Dare to Lead: Brave work. Tough ▶ The Coaching Habit: Say Less, Ask A Counterintuitive Approach to Living a Good / Jason Fried, David Heinemeier Hansson conversations. Whole hearts. More & Change the Way Your Lead Forever I ife / Brené Brown / Michael Bungay Stanier / Mark Manson ▶ The First 90 Days: Critical Success ► Collective Intelligence: Mankind's ▶ The Checklist Manifesto: How to get ▶ Start With Why: How great leaders inspire Strategies for New Leaders at All Levels Emerging World in Cyberspace things right everyone to take action / Michael D. Watkins / Pierre Lévy / Atul Gawande / Simon Sinek ▶ The Power of Habit Difficult Conversations Moral Tribes: Emotion, reason and the gap Drive: The surprising truth about what / Charles Duhigg / Douglas Stone, Sheila Heen, Bruce Patton between us and them motivates us / Joshua Greene / Daniel H. Pink ▶ The soul of leadership Leading Snowflakes: The Engineering Managing Oneself Managing Humans Manager Handbook / Peter Drucker / Deepak Chopra / Michael Lopp / Oren Ellenbogen Times' Triad ▶ The Purpose Economy 7 Spiritual Laws of Success Leading with Cultural Intelligence / Aaron Hurst / Deepak Chopra / David Livermore, PhD / Christian Barbosa ▶ The Power of Vulnerability A Leader's Diary Disguised Opportunities Leader with a Master Mind / Brené Brown, PhD / Luciano Pires / Carlos Domingos / Jamil Albuquerque ▶ The Icarus Deception: How High Will ▶ Tribes: We need you to guide us Startup Do The Work You Fly / Seth Godin / Jessica Livingston / Steven Pressfield / Seth Godin ▶ The Dip Anything You Want V is for Vulnerable: Life outside the ▶ What is Your Legacy? Provocative / Seth Godin comfort zone / Derek Sivers Thoughts About Ethics, Leadership and / Seth Godin Management / Mario Sergio Cortella

▶ The Triumph's Law for the 21st

/ Napoleon Hill, Jamil Albuquerque

century

▶ The Art of Dealing With People

/ Jamil Albuquerque

▶ The Entrepreneur's Guide to

**Customer Development** 

How to Grow a Business

/ Brant Cooper

/ Eric Crowell

▶ The Monk and the Executive

/ James C. Hunter

/ David Allen

Getting Things Done