Luiz Gonzaga dos Santos Filho, MBA

Vancouver, Canada

mww.luiz.dev

☑ Ifilho@gmail.com

in /luizgonzaga

/lfilho

(7) /Ifilho

Welcome to my admittedly verbose resume! For a more concise one please visit my LinkedIn profile.

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

With a strong focus on people, I have a proven track record of delivering high quality software, building and growing happy teams, and improving processes.

I love sharing what I know and my decades of experience combined with my MBA, hundreds of courses taken, books read and events attended put me in a good position to do so.

edTech education aws

Experiences

Software Engineering

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



- 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 instructor 🗰 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" iii 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
- (2012; 2014 Goiânia, Brazil
- Napoleon Hill Institute's Master Mind
- Lead auxiliary instructor
- Leadership Public Speaking Coaching Time managing
- (S) 2008 2011 Goiânia, Brazil
- Grupo Arte Nascente (GAN)
- Actor & Web Developer
- PHP NGO Art Theater
- (S) 2006 2015 Goiânia, Brazil
- Zapt Arteatral
- Actor, Web Developer, President, Artistic Director & Communication Coordinator
- Non-for profit

- (S) 2007 2009 Goiânia, Brazil
- AIESEC Brazil / GO
- Marketing, Communication & Information Management teams
 - Marketing Public Relations External Communication Internal Communication
- () 2000 2008 Goiânia, Brazil
- Mocidade Espírita André Luiz
- Coordinator, Speaker & Member
 - Spiritualism Leadership Events

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

Relevant courses or specializations taken

@ 30 courses on software, entrepreneurship, leadership and self development with a total of ~1183 hours

- Prompt Engineering Specialization / Vanderbilt University; 80h — Dec 2023
- 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

- ▶ Machine Learning Specialization / Stanford University; 80h — Nov 2023
- ▶ DevSecOps on AWS / AWS Training Center; 32h — Feb 2020
- Learn Sass / NodeSchool; 2h — Sep 2015
- ▶ Business Process Management (BPM)

/ BP Company; 16h; 16h — 2014

- ▶ Leadership, Interpersonal Intelligence and Effective Communication / Napoleon Hill Institute's Master Mind; 48h -
 - 2011

- 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
- ▶ Empretec Seminar / SEBRAE; 60h — 2011

- 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
- Immersion Behavior Driven Development / e-Genial; 12h — 2010

- Immersion Ruby on Rails / e-Genial; 12h — 2010
- Java Web / SENAI FATESG; 95h - 2007
- Software Development Process / Government School; 40h — 2007
- Linux (basic, intermediate, advanced)

Web accessibility; XSLT; Tableless / Atípico; 20h — 2005

Information Systems workshop / UFG; 32h - 2004

Advanced Adobe Flash and Actionscript / SENAC; 56h — 2004

Graphic Projects workshop / SENAC; 4h — 2003

Web Design / SENAC; 120h — 2002 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

/ Seattle, USA; 29-30 Jan 2019

AWS Console Unconf

▶ Web Summit / Lisbon, Portugal; 7-10 Nov 2016 CodeMotion Conf / Berlin, Germany; 24-25 Oct 2016

▶ TEDx Goiânia / Goiânia, Brazil; 21 Oct 2015 4th Join Community / Goiânia, Brazil; 16-17 Oct 2015 And Yet Conf / Richland, USA; 06-08 Oct 2015 Google Developers Group DevFest 2014

/ Goiânia, Brazil; 17 Sep 2014

3rd Join Community / Goiânia, Brazil; 30-31 Mai 2014 Analyzing network vulnerabilities / Goiânia, Brazil; 26 Apr 2014

▶ 19th Convendas (Sales congress) / Goiânia, Brazil; 15 Mar 2014

▶ JSConf.eu / Berlin, Germany; 14-15 Sep 2013

/ Berlin, Germany; 12 Sep 2013

Reject.is

Ruby Conf Brazil / São Paulo, Brazil; 3-4 Nov 2011

International Conf of Innovative Cities

▶ I LatAm Free Software Installation Festival

/ Curitiba, Brazil; 17-20 Mai 2011

▶ I LatAm Free Software Installation

/ Itapuranga, Brazil; 9 Apr 2011

 X Software Engineering Journey of Goiás / Goiânia, Brazil; 24, 25 Sep 2010

▶ VIII Software Engineering Journey of Goiás

▶ I IT Governance Seminar / Goiânia, Brazil; 31 Mar 2008

Java: JEDI Initiative / Goiânia, Brazil; Sep 2007

II Goiás Forum of Free Software / Goiânia, Brazil; 1 Oct 2005

▶ IBM: Migrating and developing for Linux

Festival

I Electric and Computer Engineering Week

/ Goiânia, Brazil; 18 May 2005

/ Goiânia, Brazil; 3,4 Oct 2008

/ Goiânia, Brazil; 2 Apr 2005

/ Goiânia, Brazil; 8-12 Nov 2004

II Java Gyn / Goiânia, Brazil; 15 July 2004 IX Web Design Meeting / Brasília, Brazil; 15 Jul 2004

▶ I National IT Congress / Goiânia, Brazil; May 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

AE German & Spanish — Basic

(The not so) **Off topics**

© Some other things that help shaping the professional I am

Relevant content

■ Software Development

© 23 books on programming languages, techniques and tools

▶ Shape Up: Stop Running in Circles and ▶ The End of Privacy The Tao of Tmux and Terminal Tricks Mastering Vim Ship Work that Matters / Jovica Ilic / B.J. Mendelson / Tony Narlock / Ryan Singer Clean Code Getting Started with Meteor.js InnerSource: Keys to collaboration and Webpack from apprentice to master productivity inside your company / Juno Vepsäläinen / Robert C. Martin / Isaac Strack / Andy Oram Pro Git Developing Backbone Applications Javascript - The Good Parts Practical VIM / Scott Chacon / Douglas Crockford / Drew Neil / Addy Osmani 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 ▶ Rails for Java Developers Getting Real ▶ Head First: Servlets & JSP Rework / Stuart Halloway, Justin Gehtlan / 37 Signals / Kathy Sierra, Bryan Basham, Bert Bates / Jason Fried, David Heinemeier Hanson ▶ 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 5 books on leadership, culture, productivity, entrepreneurship and management Atomic Habits: An Easy & Proven Way to Find Your Why: A Practical Guide to ▶ The Infinite Game ▶ Team Topologies: Organizing Business and Technology Teams for Fast Flow Build Good Habits & Break Bad Ones Discovering Purpose for You and Your Team / Simon Sinek / Matthew Skelton, Manuel Pais / James Clear / Simon Sinek, David Mead & Peter Docker Man's Search for Meaning ▶ Thinking, Fast and Slow ▶ The Subtle Art of Not Giving a F*ck: It Doesn't have to be Crazy at Work A Counterintuitive Approach to Living a Good / Viktor E. Frankl / Daniel Kahneman / Jason Fried, David Heinemeier Hansson / Mark Manson ▶ The First 90 Days: Critical Success Dare to Lead: Brave work. Tough ▶ The Coaching Habit: Say Less, Ask ▶ The First 90 Days: Critical Success Strategies for New Leaders at All Levels conversations. Whole hearts. More & Change the Way Your Lead Forever Strategies for New Leaders at All Levels / Michael D. Watkins / Brené Brown / Michael Bungay Stanier / Michael D. Watkins ▶ Collective Intelligence: Mankind's ▶ The Checklist Manifesto: How to get ▶ Start With Why: How great leaders inspire ▶ Moral Tribes: Emotion, reason and the gap Emerging World in Cyberspace things right everyone to take action between us and them / Pierre Lévy / Atul Gawande / Simon Sinek / Joshua Greene Difficult Conversations Drive: The surprising truth about what ▶ The Power of Habit Leading Snowflakes: The Engineering motivates us / Charles Duhigg / Douglas Stone, Sheila Heen, Bruce Patton Manager Handbook / Daniel H. Pink / Oren Ellenbogen ▶ The soul of leadership Managing Humans ▶ The Purpose Economy Managing Oneself / Peter Drucker / Deepak Chopra / Michael Lopp / Aaron Hurst 7 Spiritual Laws of Success ▶ Leading with Cultural Intelligence ▶ Times' Triad The Power of Vulnerability / Deepak Chopra / David Livermore, PhD / Christian Barbosa / Brené Brown, PhD A Leader's Diary Disguised Opportunities Leader with a Master Mind ▶ The Icarus Deception: How High Will / Luciano Pires / Carlos Domingos / Jamil Albuquerque You Fly / Seth Godin Do The Work The Dip ▶ Tribes: We need you to guide us Startup / Seth Godin / Steven Pressfield / Seth Godin / Jessica Livingston V is for Vulnerable: Life outside the Anything You Want ▶ What is Your Legacy? Provocative ▶ The Entrepreneur's Guide to Customer Development / Derek Sivers comfort zone Thoughts About Ethics, Leadership and / Seth Godin Management / Brant Cooper / Mario Sergio Cortella The Monk and the Executive ▶ The Triumph's Law for the 21st ▶ The Art of Dealing With People How to Grow a Business century / James C. Hunter / Jamil Albuquerque / Eric Crowell / Napoleon Hill, Jamil Albuquerque

Getting Things Done
/ David Allen