

# TIAGO LUCHINI

## PERSONAL DATA

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## WORK EXPERIENCE

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Current SEP 2013	Partner, Technology at WORK & Co, New York <i>Digital Product Creation</i> Ramped up and led a global team of 100+ engineers, product managers, and strategists who plan, develop, release, and maintain hundreds of cloud-based web, mobile, and backend application products for companies such as APPLE, FACEBOOK, GOOGLE, TWITTER, PEPSI, PHILZ COFFEE, VIRGIN AMERICA, DISNEY and the NBA. Engaged in setting technical direction and architecture for large systems, software design, and development experience. Responsible for mentoring leadership and defining Work & Co's technical strategy, vision, development processes, and culture. Tech stack: React/Redux, React Native, Swift, Android, NodeJS, Python, Clojure, Datomic, PostgreSQL, MongoDB, DynamoDB, Terraform/CloudFormation, AWS/GCP.
AUG 2013 JAN 2013	Startup Guy at SAVALANCHE and HINTFY, Oulu, Finland <i>Digital Marketplace and Mobile Recommendation Platforms</i> Co-founded and led two startups. Acted as CTO/CEO. At HINTFY we explored solutions to improve entertainment discovery on mobile devices. At SAVALANCHE we created a platform for hundreds of media houses and thousands of merchants to establish marketplaces online. Tech stack: Ruby on Rails, PostgreSQL, AWS.
DEC 2012 DEC 2006	Technology Strategist at DIGITALIST, Finland/Germany/China <i>R&amp;D services for Mobile and Embedded Devices</i> Responsible for developing new products and new global markets, revamping account management processes, pioneering international expansions, and managing key projects in Asia, Europe and America - in particular for NOKIA, SAMSUNG, and ESPN. Ramped up R&D centers in Beijing and Chengdu. Tech stack: Symbian S60, S40, C++, C, Objective-C, Java, Oracle, Protocol & Kernel development.
NOV 2006 AUG 2005	Guest Lecturer at FIAP, São Paulo, Brazil <i>Data Modeling, Design Patterns, Object Oriented Programming</i> Received positive review from students. Rated "truly inspiring".
JUL 2006 MAR 2003	Head of Software Production at BDK SOLUTIONS, São Paulo, Brazil <i>Data-Driven Business Decision Tools</i> Led five development teams tasked with creating data-driven business-decision tools. Responsible for managing and architecting all LATAM, multi-million, multi-year projects. Tech stack: C#, .NET, Java, MySQL, MSSQL, On-Prem Ops.
FEB 2003 JAN 1996	Managing Director at ST. PAUL'S SCHOOL, São Paulo, Brazil <i>Council of British International Schools</i> Headed over engineering, IT, accounting, financial, and legal teams. Reported to board of directors. Steered the organization at the tactical and operational level.

## SKILLS

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BUSINESS:	P&L Ownership, Strategy, Team ramp up, Culture setting
PREFERRED LANGUAGES:	Clojure(Script), Java, Swift, Kotlin, OCaml
DATABASES/STORES:	Datomic, Hadoop, Spark, DynamoDB, Cassandra
CLOUD INFRASTRUCTURE:	AWS, GoogleCloud, Docker, Terraform
ARCHITECTURES:	Event Sourcing, Microservices, Distributed Systems
DEEP LEARNING:	TensorFlow, Theano, Cortex, Flare

## EDUCATION

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2013-2015	COLUMBIA UNIVERSITY - COLUMBIA BUSINESS SCHOOL, New York Master of Business Administration (MBA), <i>Executive</i>
2013-2015	LONDON BUSINESS SCHOOL - UNIVERSITY OF LONDON, London Master of Business Administration (MBA), <i>Executive</i>
2002-2002	UNIVERSIDADE ESTADUAL DE CAMPINAS, Brazil Master of Science (MSc) in <i>Strategic Management of Information Systems</i>
1998-2001	UNIVERSIDADE PRESBITERIANA MACKENZIE, São Paulo, Brazil Bachelor of Arts (BA) in <i>Business Administration</i>
1994-1998	CENTRO FEDERAL DE EDUCAÇÃO TECNOLÓGICA, São Paulo, Brazil Bachelor of Science (BSc) in <i>Computer Science</i>

## OBJECTIVES

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*Create and develop a passionate, cross-functional team that aspires to make people's lives better. Innovate responsibly taking into account customers' real needs. Participate in co-defining the future of the organization. Empower the organization through data.*

## PERSONAL PHILOSOPHIES

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PEOPLE FIRST: *Technology should make users' lives better.*  
PRAGMATISM: *Good technology is working technology.*

## PORTFOLIO

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TECHNOLOGY:	Apple, Facebook, Google, Twitter
TRANSPORTATION & TOURISM:	Virgin America, Virgin Voyages, Aeromexico, Marriott
MOBILE DEVICES & HARDWARE:	Nokia, Samsung, Otto, Kodak, Polar
MEDIA:	ESPN, ABC, Turner Entertainment, Göteborgs-Posten
REAL ESTATE:	HouseLogic, Haus
RETAIL:	Aesop, Aldo Shoes, Philz Coffee, Just Mayo
AUTOMOTIVE & AVIATION:	Porsche, Volkswagen, Peugeot, Marcopolo, Embraer
TELECOM CARRIERS:	T-Mobile, China Telecom, Telefónica, Oi (Brazil)
FINANCIAL SERVICES:	Chase, MasterCard, Elo, Itaú (Brazil)
NGO:	Salvation Army (Brazil), Breastcancer.org
CPG:	Gatorade
HEALTH:	NHS (United Kingdom)

## MOST RECENT AWARDS

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2019	ADAGE'S – A-List
2019	FAST COMPANY – 10 Most Innovative Companies
2018	DIGIDAY – Best Brand Platform, Givewith
2018	CES INNOVATION AWARDS – Software and Mobile Apps, Philz Coffee
2018	W3 AWARDS – Mobile Features-Best User Experience for Mobile Sites & Apps, Philz Coffee
2018	HOW INTERNATIONAL DESIGN AWARDS – Website, Aesop
2018	DESIGN WEEK – Website, Aesop
2018	DIGIDAY – Agency of the Year
2018	CANNES LIONS – Grand Prix & Titanium
2018	ADAGE – A-List
2017	THE ONE SHOW – Bronze Pencil Award, Virgin America Travel App
2017	CES INNOVATION AWARD, Virgin America Mobile App
2017	WEBBY'S – Best Practices Award, Virgin America website
2017	WEBBY'S – Best Travel App, Virgin America mobile app

## SPEAKING ENGAGEMENTS

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- 2019 HEART OF CLOJURE – LEUVEN – Resilience by Design
- 2019 CLOJURENORTH – TORONTO – Resilience by Design
- 2018 CLOJURE/CONJ – DURHAM – Declarative Domain Modeling
- 2017 CLOJURE/CONJ – BALTIMORE – The Power of Lacinia & Hystrix in Production
- 2017 THENEXTWEB – NYC – Afterhour Session: Tech's Toughest Questions
- 2015 DIGITAL DUMBO – BROOKLYN – Panel: Quality in Digital Product Creation

## PUBLICATIONS & ARTICLES

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- 2017 THENEXTWEB – [Smarter Bots, Deeper Learning, and Better Blockchains](#)
- 2017 ADAGE MAGAZINE – [Fake Apps on Rise - Protecting Your Brand](#)
- 2017 THENEXTWEB – [Building the Travel App that Makes Flying Fun Again](#)

## OPEN SOURCE

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- DATA MODELLING: [Hodur](#) – Practices, libraries & tools for domain modelling
- RESILIENT SYSTEMS: [Resilience4clj](#) – Functional implementations of resilient systems
- DATABASE MANAGEMENT: [Migrana](#) – Datomic migration tool; control database evolution
- TOOLING: [Cambada](#) – Packager & native compiler for Clojure-based apps

## LANGUAGES

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|-------------|--------|----------|-----------------|
| PORTUGUESE: | Native | SPANISH: | Comprehension   |
| ENGLISH:    | Fluent | FINNISH: | Basic Knowledge |

## INTERESTS AND ACTIVITIES

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Open-Source, Language Design, Deep Learning, Human-Centric Tooling.  
Ultra-marathoner, Board Gaming, Trail & Distance Running.