

Magnus Langballe Udbjörg

As an experienced VP of Engineering, I leverage my expertise in growing and maturing teams, guiding products to product-market-fit, and steering companies towards successful acquisition or exit. I am seeking a CTO or VP of Engineering role where I can employ these specialisations to drive growth, innovation, and success.

Experience

VP of Engineering, CBIT, Klikbook & Volour (Now Melumi) (2022 - 2023)

- I led the team's expansion from 5 to 10 members and had no involuntary attrition.
- Introducing product-focused teams for enhanced ownership and accountability. Implemented Agile processes across teams.
- Initiated and fostered a Product Management team, nurturing a student and the head of product into crucial roles.
- Streamlined the development process by implementing continuous integration and delivery for the Volour App.
- Set up GitOps with Kubernetes and FluxCD for releasing backends for Volour App.

VP of Engineering, TwentyThree (2021 - 2022)

- Initiated a technological transition from TCL to Go-lang, freeing the CTO from individual contributor duties and increasing platform team performance.
- Oversaw team expansion from 5 to 8 members and structured them into two focused teams - platform and product. This approach fostered a sense of ownership and accountability, improving team performance and no involuntary attrition.
- Launched TwentyThree Personal and One TwentyThree, consolidating all products into a cohesive platform for enhanced user experience and product synergy.
- Implemented GitOps with Kubernetes and FluxCD for all products, increasing deployment frequency to daily from weekly.

VP of Engineering, Mono Solutions (2017 - 2021)

- Spearheaded the team's growth from 8 to 25 members, forming dedicated teams for specific products. This strategic division heightened performance, ownership, and accountability.
- Led the transition from on-premises hosting to a modern, DevOps-driven Cloud setup, enhancing the stability and scalability of the entire platform.
- Executed a successful due diligence process, leading to the company's acquisition by Bauer Media.
- Transformed the engineering organisation into a product-driven and DevOps-cultured entity, fostering a high user/customer focus and improving overall performance.

- Implemented CI/CD, using Terraform and CircleCI, and increased the deployment frequency from monthly to daily.
- Implemented OKRs across the organisation, increasing transparency and alignment with strategic objectives.
- Led the successful launch of numerous new features and products, improving overall user experience and platform capabilities.

Senior Consultant, Codehouse A/S (Valtech) (2011 - 2017)

- Primarily responsible for several projects for LEGO, including Hackathon 2015 and 2017, a new developer SDK and architecture for content management, and the use of Lambdas to build the digital infrastructure for LEGO House
- Led the transition to AWS for LEGO.com (Sitecore), using Cloudformation and Gitlab runners. Increasing the release frequency.
- Responsible for developer education at Codehouse and primarily responsible for Hackathon 2016 and 2017
- Build the Codehouse graduate program and internal training material
- Led the development of online platforms for Wonderful Copenhagen and Widex

Developer, CRM-Byggefakta A/S (2005 - 2011)

- Developed a new back-office solution and a new CMS based on Umbraco for Byggestart.dk
- Resulted in a sale to CRM-Byggefakta

Volunteering

Plato - Mentor Nov 2022 - Present

I'm mentoring engineering managers through Plato, an online platform to connect experienced managers with up-and-coming leaders. Through this program, I work closely with mentees to identify their strengths and weaknesses, provide personalised coaching and feedback, and share valuable insights and best practices based on my experiences.

Education

- Executive Master in IT Management, IT Universitetet (2015 - 2017)
- Bachelor of Computer Science and Social Science, Roskilde Universitet (2001 - 2004)

Skills

Technical:

- Proficient in various programming languages: C#, Java, Scala, Elixir, Python, Go, JavaScript & Node.js.
- Expert in applying Domain-Driven Design principles, guiding the development of complex software systems focused on business domains.
- Deep understanding of software and infrastructure architecture, utilising modern design patterns and principles to build scalable, maintainable systems.
- Champion of DevOps culture, implementing practices such as continuous integration, continuous delivery, infrastructure as code, and monitoring and observability to enhance collaboration and efficiency.
- Experienced in Agile methodology and LEAN software development, promoting iterative, customer-focused development practices.
- Proficient in cloud-native operations, leveraging the capabilities of major cloud platforms for scalable, resilient systems.
- Skilled in Site Reliability Engineering (SRE) principles, ensuring high availability and performance of systems.

Organisation and Management:

- Specialised in growing and maturing teams, enhancing team performance and productivity
- Proven skills in guiding products to product-market-fit, aligning products with market demands and customer needs
- Experienced in steering companies towards successful acquisition or exit, maximising value for stakeholders
- Proficient in business strategy, dynamic capabilities, and business process management, driving organisational growth and transformation
- Skilled in digital transformation, digital business models, service design thinking, IT-driven innovation, and change management
- Capable in IT management, enterprise architecture, IT governance, and alignment, ensuring efficient and effective IT operations
- Experienced in product management, leading the development and launch of successful products

Contact Information

Magnus Udbjerg
Dannebrogsgade 22, st.th
1660 Copenhagen
Phone: (+45) 4076 4320
Email: magnus@udbjorg.net
LinkedIn: <https://www.linkedin.com/in/magnusudbjorg/>