

# Dan Dinicescu

## Principal Software Engineer / Systems Architect

Bucharest, Romania (Open to Remote / Relocation)

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## Summary

Principal Software Engineer with 25+ years in the software industry, now focused primarily on architecture and system design—evolving high-scale, multi-region ad monetization platforms processing ~30k req/s across distributed infrastructure.

Strong background in event-driven architectures, real-time streaming systems, and platform migrations from batch to streaming analytics. Works across engineering, product, and data teams on technical direction, system correctness, and long-term architectural improvements.

## Core Expertise

- Ad Delivery Systems & Programmatic Advertising
- Distributed Systems & Event-Driven Architecture
- Real-Time Streaming & Analytics (Kinesis, Flink, Kafka, Druid)
- Batch-to-Streaming Platform Migration
- Microservices & Cloud-Native Systems
- System Reliability, Observability & Production Safety
- Cross-Functional Collaboration

## Experience

### Principal Software Engineer

**AdsWizz (SiriusXM)** — Bucharest, Romania (Hybrid) *March 2024 – Present*

- Set technical direction for multi-region ad delivery and measurement systems (~4B req/day), defining service boundaries and driving the platform roadmap with various stakeholders.
- Design and evolve distributed backend services for ad delivery ecosystem, assuring platform correctness

- Lead cross-region alignment between US and EU engineering teams, in partnership with Product, Data, and Infrastructure.
- Coordinate the Renaissance initiative, a new and comprehensive re-architecture of reporting and event-tracking framework.
- Define engineering standards for observability, validation, and production safety.
- Define data modeling and ingestion patterns for the real-time analytics stack.
- Support safe rollout strategies for high-impact changes in production systems.

### **Senior Software Engineer (Java)**

**AdsWizz (SiriusXM)** — Bucharest, Romania *July 2015 – March 2024*

- Designed and built core components of a distributed ad delivery system handling tens of thousands of requests per second.
- Implemented event-driven pipelines for ad selection, impression tracking, and billing.
- Improved consistency across selection and tracking layers, reducing discrepancies in reporting.
- Principal contributor on migration of the analytics database from Hadoop batch processing to a real-time streaming architecture (Kinesis → Flink → Kafka → Druid).
- Reduced data availability latency from multi-hour batch cycles to near real-time.
- Worked with infrastructure teams on AWS architecture (Kinesis, S3, RDS, Athena) and CI/CD improvements.
- Participated in production incident analysis and long-term reliability improvements.

### **Java Application Developer / Application Manager**

**Electronic Arts (EA)** — Bucharest, Romania *December 2011 – July 2015*

- Managed a cross-functional team of ~10 engineers delivering enterprise Java applications.
- Owned application lifecycle: design, development, testing, release, and maintenance.
- Coordinated release management, deployment planning, and production support.
- Acted as technical liaison between engineering, QA, operations, and product teams.
- Mentored team members on technical and professional growth.

### **J2EE Developer**

**Enea AB** — Bucharest, Romania *October 2011 – December 2011*

- Developed and maintained J2EE applications.
- Supported client projects and platform integrations.

## J2EE Developer

**IMSAT S.A.** — Bucharest, Romania *March 2011 – September 2011*

- Implemented J2EE applications based on business requirements.
- Collaborated with cross-functional development teams.

## Software Developer / Technical Lead / Project Manager / Product Director

**Toptech / Viveo / Temenos** — Bucharest, Romania *April 1998 – January 2011*

- Led teams of ~30 engineers and project managers across multiple software projects.
- Managed end-to-end software delivery processes.
- Provided technical leadership, guidance, and quality assurance across active projects.
- Defined milestones, delegated responsibilities, and monitored project execution.
- Acted as liaison between executive management, engineering, and client stakeholders.

## Technical Skills

Area	Category / Technology	Details
Languages & Runtime	Primary Language	Java
	Query & Analytics	SQL
	Runtime	JVM Ecosystem
Streaming & Real-Time	AWS Kinesis	Stream ingestion
	Apache Flink	Stream processing
	Apache Kafka	Messaging
	Amazon S3 (Parquet)	Storage
	Apache Druid	Analytics engine
	CloudEvents	Event format
Data & Databases	Amazon Athena	Analytical querying
	MariaDB / MySQL	Relational databases
	AWS DynamoDB	NoSQL database
	AWS RDS	Managed database
Cloud & Infrastructure	Cloud Provider	AWS
	Core Services	Kinesis, S3, RDS, Athena
	CI/CD	Automated build & deployment pipelines (GitLab, GitHub)

Area	Category / Technology	Details
	Observability	Production monitoring and validation (Prometheus, Grafana)

## Certifications

Certification	Issuer	Year
ITIL Foundation Training	Loyalist	2014
Oracle Certified Associate, Java SE 7 Programmer	Oracle	2015
AWS Certified Cloud Practitioner	Amazon Web Services	2024
Serverless Architectures on AWS	Amazon Web Services	2025
Cloud Architecture Design Patterns	Coursera	2025
AI For Everyone	DeepLearning.AI	2025

## Education

### Licentiate Degree — Information Technology

**Faculty of Economic Cybernetics, Statistics and Computer Science ASE Bucharest 1995 – 2000**

### Bachelor's Degree — Mathematics

**High School Nicolae Bălcescu, Pitești 1991 – 1995**

## Languages

- English — Fluent
- French — Fluent