

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 |
| | 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