

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