

# Simon Nordberg

Senior Technologist & Product Leader

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## Entrepreneurship

HACKERMAN

**Hackerman AB, Founder**

Dec 2016 - Present



**Gomorrön Östersund, Co-founder & partner**

Jan 2017 - Nov 2020

BRIGHTN

**Brightn AB, Co-founder & CTO**

Jun 2014 - Apr 2019

## Education



**Master of Science, Computing Science**

Umeå University, 1999 - 2004

## Fun facts

### Outdoor aficionado

Happiest outside, I spend a lot of time running and skiing.

### Non-fiction book worm

Love to learn and read; science, philosophy, psychology, medicine, arts, economics to name a few.

### Beer brewer

Hoppy NEIPAs are my favorite.

## What I do, and want to continue doing

I am an engineer and technology generalist turned product leader who thrives on defining successful products, building effective product teams, and improving product development processes. Bringing people together to build great things is what keeps me going. That and constantly learning and improving.

## Experience



**Spotify**

May 2019 - Sep 2022

**Principal Product Manager**

Feb 2022 - Sep 2022

**Senior Product Manager**

May 2019 - Jan 2022



**AB Trav och Galopp**

Mar 2018 - Apr 2019

**Product Manager, Cloud Infrastructure**

Dec 2018 - Apr 2019

**Product Manager, Messaging Infrastructure**

Mar 2018 - Apr 2019

sysarb.

**Sysarb, Advisor**

Feb 2018 - Jun 2019

urb-it

**Urb-it**

Jun 2015 - Jun 2017

**Interim CTO**

Jan 2017 - Jun 2017

**Product Manager**

May 2016 - Jan 2017

**iOS Engineer & Architect**

Jun 2015 - May 2016

adeprimo

**Adeprimo, Systems Architect**

Nov 2008 - Jun 2014

ibitec

**Ibitec, Solutions Architect**

Nov 2007 - Nov 2008



**Roxen Internet Software, Developer**

Aug 2006 - Nov 2007

exsitec

**Exsitec, Technical Consultant**

May 2004 - Aug 2006



**Ericsson, Master's Thesis**

May 2003 - Sep 2003



**UKD Distans, Head Teacher**

Dec 1999 - Mar 2003

utfors

**Utfors, NOC Technician**

May 2000 - Aug 2002

## More about me

I have spent the past 20 years in software development in various roles and environments. I have started several companies. I have been a startup CTO. I have been an individual contributor and a manager. I have been a consultant working with companies in a wide range of industries. I have worked in product companies and agencies. If I am to go by the feedback I get; I am a trusted leader with strong people and strategic leadership skills.

I love learning and improving. I have come to acknowledge this as one of my core qualities. I am able to quickly get up to speed and be productive in a new environment.

Personally, I am a devoted trail and ultra runner, downhill skier, occasional DJ and self-improvement nerd.

## Experience, in more detail



### **Spotify, Principal Product Manager**

Full-time, Feb 2022 - Sep 2022  
New York, Stockholm, Remote

Product lead for the Cloud Storage Product Area in Spotify's platform team responsible for the storage and database portfolio that enable R&D teams to safely and effectively build and deploy stateful workloads to serve Spotify customers worldwide. Managed a global team of senior product managers with a relentless focus on developer productivity and happiness while balancing reliability, performance and cost.

I was also strategy lead for a number of large-scale platform productivity and business continuity initiatives impacting all developers at the company.

Environment: GCP, AWS, Bigtable, Cassandra, Java, Python, Kubernetes



### **Spotify, Senior Product Manager**

Full-time, May 2019 - Jan 2022  
New York, Stockholm, Remote

Product manager in two platform teams responsible for the storage and database portfolio focusing on developer productivity, reliability, performance and cost.

During this period I was also involved in two other platform teams responsible for configuration management and the foundation for our backend services, focusing on developer productivity for backend engineers.

Environment: GCP, AWS, Bigtable, Cassandra, Java, Python, Kubernetes



**ATG, Product Manager,  
Cloud Infrastructure**

Contract, Dec 2018 - Apr 2019  
Stockholm

I led the effort of productizing the cloud service offer to improve developer productivity and happiness, including product strategy, roadmap, operational concerns, compliance, quality assurance etc.

One part was a governance model to allow development teams to get access to the cloud provider (AWS) with a feature baseline including SSO, aggregated billing, logging, policy & auditing, VPN connectivity to the data center.

In addition, we also acted as a Site Reliability Engineering (SRE) team with a mission to provide world-class reliability to the onboarded services hosted on the cloud platform.

Environment: AWS, Kubernetes, Networking



**ATG, Product Manager,  
Messaging Infrastructure**

Contract, Mar 2018 - Apr 2019  
Stockholm

I led the effort of productizing the backend messaging service offer to improve developer productivity and happiness, including product strategy, roadmap, operational concerns, compliance, quality assurance etc.

The service was based on the Solace messaging platform. As a part of the packaging I also architected and developed an infrastructure-as-code framework (written in Python), processes and a governance model to allow development teams to self-service resources and application level messaging configuration.

Environment: Solace (Appliance & VMR), Python, Golang, Networking, SAN



**Sysarb, Advisor**

Contract, Feb 2018 - Jun 2019  
Arboga, Stockholm, Remote

Sysarb's vision is to help its customers achieve workplace equality. I was product and technology advisor and part of the management team.

Environment: AWS, Azure, .NET

**urb-it** **Urb-it, Interim CTO**  
Contract, Jan 2017 - Jun 2017  
Stockholm

I led the engineering teams, product managers, UX, system integrators and test teams. Also part of the executive team with responsibility for product & company strategy.

Environment: iOS, Android, .NET, AWS, Azure

**urb-it** **Urb-it, Product Manager**  
Contract, May 2016 - Jan 2017  
Stockholm

I managed the native mobile apps product suite consisting of four apps. Two consumer facing (Android & iOS) and two for merchants and couriers.

Development was done in two teams that I managed, one team was co-located and one team distributed over two continents.

Environment: iOS, Android, Objective-C, Swift, Java, Kotlin

**urb-it** **Urb-it, iOS Engineer & Architect**  
Contract, Jun 2015 - May 2016  
Stockholm

System architect and developer of three iOS apps, targeting customers, merchants and couriers.

Environment: Objective-C, Swift, Storyboard, MVVM

**adeprimo** **Adeprimo, Systems Architect**  
Full-time, Nov 2008 - Jun 2014  
Östersund

Full service agency that develops and designs digital experiences.

I was a systems architect and engineer responsible for establishing and evolving sound development and architectural practices across internal and external projects. Involved in countless projects in a number of industries, e.g. media, e-commerce, tourism to name a few.

Highly involved as a software engineer and team lead. Advocate of agility in the software process with a leading role as the company transitioned to more effective methods of product development.

Environment: Java, Objective-C, Scala, Python, Ruby, Linux, AWS

**Ibitech, Solutions Architect**

Full-time, Nov 2007 - Nov 2008  
Linköping, Stockholm

Solution architect and consultant specializing on enterprise Java applications based on JBoss or WebSphere. Projects were conducted with customers mainly from government, military and insurance industries.

Responsible for establishing architectural guidelines within the company. Instructor on a number of Sun Microsystems's Enterprise Java courses such as FJ-310 and SL-351.

Environment: Java, J2EE, JavaEE, WebSphere, MySQL, Oracle, Linux, Scrum, RUP

**Roxen Internet Software, Developer**

Full-time, Aug 2006 - Nov 2007  
Linköping

Software developer on the Roxen Editorial Portal product, a web based multichannel publishing tool aimed at the media market.

Environment: Pike, C, Linux, MySQL, XSLT, Scrum

**Exsitec, Technical Consultant**

Full-time, May 2004 - Aug 2006  
Linköping, Stockholm

Developer and Movex ERP system consultant, working closely with customers designing to implement custom solution ranging from simpler integrations to entire application suites. Deep understanding of the IBM iSeries platform gained through consultancy and teaching of topics such as Linux on iSeries, iSeries LPAR (Logical partitioning) and SQL.

Environment: Java, iSeries, OS/400, DB2, Movex

**Ericsson, Master's Thesis**

Full-time, May 2003 - Sep 2003  
Stockholm

Master's thesis entitled [3G IPv6 Node Emulator](#) that includes application design and implementation of a Gateway GPRS Support Node (GGSN) with IPv6 support. This node is to be used for 3G end-to-end terminal testing. Implementation conducted in C/C++ and Python under a \*BSD, Linux and Solaris environment. Work also involves modifications to the FreeBSD kernel and IPv6 stack.

Environment: C, C++, Linux, FreeBSD

**UKD Distans, Head Teacher**

Part-time, Dec 1999 - Mar 2003  
Umeå, Malung

Part-time job teaching programming (C, C++, SQL and Visual Basic) to high school students.

Environment: C, C++, SQL, Visual Basic

**Utfors, NOC Technician**

Part-time, May 2000 - Aug 2002  
Uppsala, Stockholm

Part-time job managing core and customer networks. Network infrastructure configuration, monitoring and operations.

Environment: Solaris, Linux, Cisco, Juniper

## Entrepreneurship, in more detail

**Hackerman AB, Founder**

Dec 2016 - Present  
Gothenburg, Remote

Solo venture providing product and technology consulting services.

Various research projects in e.g. Machine Learning and Game Engine Development.

**Gomorrön Östersund, Co-founder & partner**

Jan 2017 - Nov 2020  
Östersund, Remote

We want to provide startups, entrepreneurs, visionaries and enthusiasts a place to create change and do better business together in a creative coworking environment. We currently have four locations across the city of Östersund.

My main responsibility has been to oversee the product strategy and our digital presence. And also the coffee, of course.

**Brightn AB, Co-founder & CTO**

Jun 2014 - Apr 2019  
Örebro, Östersund, Remote

Startup building digital products targeting the retail industry. We launched a platform that enable retailers to effectively connect and communicate with their, largely replacing the need to print and distribute generic and low yield discount flyers.

Environment: Objective-C, Swift, Java, Ruby, Python, Machine Learning, AWS