

# Simon Nordberg

Product & Technology Leadership |  
Platform & Infrastructure

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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 my free time running, skiing and mountainbiking.

### Non-fiction book worm

Love to read and learn; science, philosophy, psychology, medicine, arts, economics etc.

### Beer brewer

Hoppy NEIPAs are my favorite.

## Professional aspirations

I am a seasoned engineer and technology generalist passionate about developing technology products, specializing in platform and infrastructure. I excel in roles at the intersection of technology, business, and people management. Though experienced in leadership, I prefer high-impact individual contributor roles, leveraging my technical expertise, strategic thinking, and stakeholder management skills. I thrive in collaborative, pragmatic environments.

## Experience



**Volvo Cars, Product Manager (contract)**

Jan 2024 - current



**Wolters Kluwer, Architect (contract)**

Mar 2023 - Sep 2023



**Spotify**

May 2019 - Sep 2022

**Principal Product Manager**

Jan 2022 - Sep 2022

**Senior Product Manager**

May 2019 - Jan 2022



**ATG, Product Manager (contract)**

Mar 2018 - Apr 2019

sysarb.

**Sysarb, Advisor (contract)**

Feb 2018 - Jun 2019

urb-it

**Urb-it**

Jun 2015 - Jun 2017

**CTO (interim, contract)**

Jan 2017 - Jun 2017

**Product Manager (contract)**

May 2016 - Jan 2017

**Software Engineer & Architect (contract)**

Jun 2015 - May 2016

adeprimo

**Adeprimo, Software Engineer & Architect**

Nov 2008 - Jun 2014

ibitec

**Ibitech, Software Engineer & Architect**

Nov 2007 - Nov 2008



**Roxen Internet Software, Software Engineer**

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 various technology and product roles. I have started several companies. I have been a 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 technical, people and strategic 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, mountainbiker, and self-improvement nerd.

## Experience, in more detail



### **Volvo Cars, Product Manager**

Contract, Jan 2024 - current  
Gothenburg, Stockholm, Remote

Interim position where I lead a team responsible for an emerging declarative infrastructure platform that serves as the basis for a developer platform, and a unified way of managing platform resources. Part of my assignment also includes coaching of leaders in the platform org how to build and cultivate an effective product development culture focusing on platform and infrastructure products. Additionally, I lead the creation of the product strategy for the relatively new department I am part of. Mixed role that spans many teams across the broader platform org.

Environment: Azure, AWS, Kubernetes, Java, .NET Core



### **Wolters Kluwer, Architect**

Contract, Mar 2023 - Sep 2023  
Gothenburg, Remote

Interim position where I supported the leadership team in several tech related areas, combining responsibilities of CTO, Architect, and Operations Lead. Technology leadership and management focusing on org design, tech and competency strategy, process and delivery improvements. Architecture responsibilities focusing on architecture principles, patterns, governance and delivery enablement of the next generation web platform. Operations responsibilities focusing on reliability, performance, observability and incident management.

Environment: Azure, C#, .NET Core

**Spotify, Principal Product Manager**

Full-time, Jan 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, Elasticsearch, 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, Elasticsearch, Java, Python, Kubernetes

**ATG, Product Manager, Cloud & Messaging Infrastructure**

Contract, Mar 2018 - Apr 2019  
Stockholm

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

This included establishing 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.

The messaging 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: AWS, Kubernetes, Networking, Solace (Appliance & VM), Python, Golang, SAN

**Sysarb, Advisor**  
sysarb 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, CTO (interim)**  
urb-it 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, JavaScript, .NET, AWS, Azure

**Urb-it, Product Manager**  
urb-it 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, Software Engineer & Architect**  
urb-it 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, Software Engineer & Architect**  
adeprimo 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, MongoDB, RabbitMQ, JavaScript, Linux, AWS

**Ibitech, Software Engineer & 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, JavaScript, 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, JavaScript, 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 Engines.

**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, JavaScript, Ruby, Python, Machine Learning, AWS