

Simon Nordberg

Expert generalist: engineering, product & operations

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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.

What I do

Expert generalist with 20+ years building products from engineering and product perspectives. I've scaled platform organizations at Spotify, operated as CTO at Urb-it, and co-founded multiple companies. I stay close to technical decisions rather than managing from a distance, believe in incremental improvement over rewrites, and care about how all the pieces connect: vision, strategy, execution, and the people who make it happen.

Outside of work, I trail run ultras, mountain bike, ski downhill, brew beer, and read non-fiction obsessively.

Experience



Umain, Technical Director

May 2025 - current



Volvo Cars, Product Manager (contract)

Jan 2024 - Dec 2024



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, Advisor (contract)

Feb 2018 - Jun 2019



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, Software Engineer & Architect

Nov 2008 - Jun 2014



Ibitech, Software Engineer & Architect

Nov 2007 - Nov 2008



Roxen Internet Software, Software Engineer

Aug 2006 - Nov 2007



Exsitec, Technical Consultant

May 2004 - Aug 2006



Ericsson, Master's Thesis

May 2003 - Sep 2003



UKD Distans, Head Teacher

Dec 1999 - Mar 2003



Utfors, NOC Technician

May 2000 - Aug 2002

What I'm looking for

30-130 person scale-ups post-PMF where what got you here won't get you there. Either:

- **Engineering/Product leadership (CTO, VP/Head of Engineering, CPO):** Leading engineering, possibly product, managing 3-8 teams while staying close to technical and product decisions rather than becoming a distant manager.
- **Senior technical staff (Staff/Principal Engineer, Chief Architect):** High-impact technical work solving the 3-5 critical problems blocking growth. Working in code and architecture, not just whiteboards, with organizational influence.

Both require understanding the complete system, not optimizing parts in isolation.

How I work

I believe in incremental progress over grand rewrites, staying close to the actual work rather than managing from a distance, and understanding how all the pieces fit together.

- **Compound over rewrite:** I make systems incrementally better rather than starting over. Small improvements in architecture, processes, operations, and teams compound into lasting change.
- **Stay close:** I make systems incrementally better rather than starting over. Small improvements in architecture, processes, operations, and teams compound into lasting change.
- **See the whole:** I care about how vision, strategy, execution, working product, culture, and people connect. Understanding the complete system matters more than optimizing any single part.

Experience, in more detail



Umain, Technical Director

May 2025 - current
Gothenburg, Stockholm

Lead technical direction across client projects while establishing Umain's Gothenburg office. Define technical vision and architecture for digital product consultancy work spanning multiple industries. Drive solution design balancing innovation, scalability, security, and sustainability. Act as technical interface with clients, translating business needs into executable strategies. Build and mentor development teams as part of Umain's expansion into new markets. Guide multidisciplinary agile teams through complex delivery challenges.

Tech stack: GCP, Next.js, Golang



Volvo Cars, Product Manager (contract)

Contract, Jan 2024 - current
Gothenburg, Stockholm, Remote

Led a team building a declarative infrastructure platform, enabling a unified approach to managing platform resources and improving the developer experience. Drove product strategy for a new department and coached platform leaders on fostering an effective product development culture for infrastructure and platform teams. Worked across multiple teams to align technical and strategic initiatives.

Tech stack: Azure, AWS, Kubernetes, Java, .NET Core



**Wolters Kluwer, Architect
(contract)**

Contract, Mar 2023 - Sep 2023
Gothenburg, Remote

Supported the leadership team across CTO, Architecture, and Operations domains. Led technology strategy, org design, and process improvements to enhance delivery and technical excellence. Defined architecture principles, patterns, and governance for the next-generation web platform. Improved reliability, performance, observability, and incident management for operational resilience.

Tech stack: Azure, C#, .NET Core



**Spotify, Principal Product
Manager**

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

Led the Cloud Storage Product Area, managing a portfolio of storage and database solutions that enabled Spotify's R&D teams to build and deploy stateful workloads at scale. Managed a global team of senior product managers, driving developer productivity while balancing reliability, performance, and cost.

Also served as strategy lead for company-wide platform productivity and business continuity initiatives, impacting all developers.

Tech stack: GCP, AWS, Bigtable, Cassandra, Elasticsearch, Java, Python, Kubernetes



**Spotify, Senior Product
Manager**

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

Managed storage and database platform teams, driving improvements in developer productivity, reliability, performance, and cost. Additionally contributed to teams focused on configuration management and backend service foundations, enhancing developer experience for backend engineers.

Tech stack: GCP, AWS, Bigtable, Cassandra, Elasticsearch, Java, Python, Kubernetes



**ATG, Product Manager
(contract)**

Contract, Mar 2018 - Apr 2019
Stockholm

Led the productization of cloud and messaging services to enhance developer productivity and operational efficiency. Defined product strategy, roadmap, compliance, and quality assurance.

Established a governance model for AWS access, providing teams with SSO, aggregated billing, logging, policy enforcement, auditing, and VPN connectivity. Designed and developed an Infrastructure-as-Code framework (Python) for self-service provisioning and application-level messaging configuration on the Solace platform.

Tech stack: AWS, Kubernetes, Networking, Solace (Appliance & VMR), Python, Golang, SAN



Sysarb, Advisor (contract)

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

Advised on product and technology strategy as part of the management team, supporting Sysarb's vision of achieving workplace equality for its customers.

Tech stack: AWS, Azure, .NET

urb-it **Urb-it, CTO (contract)**
Contract, Jan 2017 - Jun 2017
Stockholm

Led engineering, product management, UX, system integration, and test teams. Served on the executive team, driving product and company strategy.

Tech stack: iOS, Android, JavaScript, .NET, AWS, Azure

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

Managed a suite of four native mobile apps (iOS & Android) for consumers, merchants, and couriers. Led two development teams—one co-located and one distributed across two continents—to drive product development and delivery.

Tech stack: iOS, Android, Objective-C, Swift, Java, Kotlin

urb-it **Urb-it, Software Engineer & Architect (contract)**
Contract, Jun 2015 - May 2016
Stockholm

Designed and developed three iOS apps for customers, merchants, and couriers, ensuring scalability and a seamless user experience.

Tech stack: Objective-C, Swift, Storyboard, MVVM

adeprimo **Adeprimo, Software Engineer & Architect**
Full-time, Nov 2008 - Jun 2014
Östersund

Established and evolved development and architectural best practices across internal and client projects. Led software engineering efforts across diverse industries, including media, e-commerce, and tourism. Acted as a team lead and agile advocate, driving the company's transition to more effective product development methodologies.

Tech stack: Java, Objective-C, Scala, Python, Ruby, MongoDB, RabbitMQ, JavaScript, Linux, AWS

ibitec **Ibitec, Software Engineer & Architect**
Full-time, Nov 2007 - Nov 2008
Linköping, Stockholm

Specialized in enterprise Java applications on JBoss and WebSphere, delivering solutions for government, military, and insurance clients. Established architectural guidelines within the company and served as an instructor for Sun Microsystems' Enterprise Java courses (FJ-310, SL-351).

Tech stack: Java, JavaScript, J2EE, JavaEE, WebSphere, MySQL, Oracle, Linux, Scrum, RUP

Roxen Internet Software, Developer
Full-time, Aug 2006 - Nov 2007
Linköping

Developed features for Roxen Editorial Portal, a web-based multichannel publishing tool for the media industry.

Tech stack: Pike, C, Linux, MySQL, XSLT, Scrum

exsitec **Exsitec, Technical Consultant**
Full-time, May 2004 - Aug 2006
Linköping, Stockholm

Designed and implemented custom solutions for Movex ERP, from integrations to full application suites. Gained deep expertise in the IBM iSeries platform through consultancy and training on Linux on iSeries, iSeries LPAR, and SQL.

Tech stack: 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**. Designed and implemented a Gateway GPRS Support Node (GGSN) with IPv6 support for 3G end-to-end terminal testing. Developed in C/C++ and Python on *BSD, Linux, and Solaris, including modifications to the FreeBSD kernel and IPv6 stack.

Tech stack: C, C++, Linux, FreeBSD

**UKD Distans, Head Teacher**

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

Taught high school students programming in C, C++, SQL, and Visual Basic in a part-time role.

Tech stack: C, C++, SQL, Visual Basic

**Utfors, NOC Technician**

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

Managed core and customer networks, handling infrastructure configuration, monitoring, and operations.

Tech stack: Solaris, Linux, Cisco, Juniper

Entrepreneurship, in more detail

**Hackerman AB, Founder**

Dec 2016 - Present
Gothenburg, Remote

Provided product and technology consulting services. Conducted research in areas such as AI, and game engines.

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

Jan 2017 - Nov 2020
Östersund, Remote

Led product strategy and digital presence for a creative coworking space supporting startups and entrepreneurs. Also ensured top-quality coffee.

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

Jun 2014 - Apr 2019
Örebro, Östersund, Remote

Built and launched a digital platform enabling retailers to connect with customers, reducing reliance on printed discount flyers and improving engagement efficiency.

Tech stack: Objective-C, Swift, Java, JavaScript, Ruby, Python, Machine Learning, AWS