Simon Nordberg

Software, Strategy, and Execution

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Entrepreneurship

Hackerman AB, Founder
Dec 2016 - Present

Gomorron Östersund, Co-founder & partner
Jan 2017 - Nov 2020

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'm a tech generalist and problem-solver who's built products, led teams, started companies, and untangled tech messes for 20+ years. While I've been a CTO and a manager, I prefer high-impact IC roles where I can blend strategy, tech, and stakeholder wrangling.

I learn fast, thrive in pragmatic environments, and have a reputation for making things work (without unnecessary meetings).

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, 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

Ibitec, 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

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)
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, 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, 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, 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, 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, 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, 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.

Gomorron 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