Stefano Sala

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Professional experience

Mayple ⧉ 09/2023 – present | Remote
Principal Engineer

At Mayple, I leveraged the expertise gained at Cogsy in inventory replenishment and forecasting to drive impactful change:

- Redesigned and implemented the restock process, introducing automated data collection. This initiative mitigated manual errors, significantly optimized operational time, and improved overall efficiency.
- Integrated with an external user identity provider, enhancing system security and accessibility.
- Implemented development processes into the Engineering team.

Cogsy - Acquired by Mayple ⧉ 01/2021 – 09/2023 | Remote
Co-Founder and CTO

Spearheaded the development of an innovative SaaS product designed to empower Ecommerce brands to optimize inventory management and drive heightened returns on working capital.

- Successfully led the creation of the MVP.
- Secured pre-seed and seed funding for a total of $6m+ from top venture capital firms, led by Accel and Bain Capital Ventures.
- Researched and implemented the best in class ML algorithms for inventory forecasting.
- Hired and scaled a team of 7 engineers with processes best suited for a remote first and async working environment.
- Cultivated a dynamic team of 20 dedicated professionals, fostering a collaborative and people-first culture.

Campaign Monitor ⧉ 09/2019 – 12/2020 | Remote
Enterprise Architect

Collaborated with C-level executives in the Product Leadership Team of the CM Commerce product to shape and implement new projects. Coordinated with the engineering team to plan and execute the development cycles. Participated directly with coding contributions.

- Handled the technical due diligence during Conversio acquisition.
- Directed the migration of the email sending technology to use Campaign Monitor systems.
- Refactored the Elasticsearch integration and saved 50% of the Elastic expense by migrating all the data to new optimized indices.

Conversio (prev Receiptful) - Acquired by Campaign Monitor ⧉ 09/2014 – 08/2019 | Remote
Chief Technology Officer

- Built a product processing up to 60 million emails per month.
- Setup monitoring and alerts for all systems.
- Shaped and implemented the billing system for 5000 monthly paying customers, processing up to $2.4M annual recurring revenue.
- Hired and directed a team of 5 engineers.
- Helped shape the team culture with regards to remote working, retreats and working cycles.
- Organized company retreats in Mauritius, Italy, Zanzibar and France.
- Technology stack: NodeJs, MongoDb, Redis, Elasticsearch, RabbitMq, AWS.

Self-employed 01/2011 – 08/2014 | Remote
Freelance PHP consultant

Consultant for agencies and startups to create and maintain custom websites and web applications on PHP and Javascript technologies.

- Focus on Symfony framework (Symfony Certified Developer) with contribution to code (in top 100 contributors).
- Helped bootstrapping the Musement startup, both via direct contribution to the code and hiring the first team members.
- Worked with big brands like Ferrari, Velux, Illy and Heineken.

Vivacom / Axura   04/2008 – 12/2010 | Milan, Italy
Web Developer
Main duties in these web agencies were to code and maintain custom customer websites. Responsible for directly dealing with the clients.
- Scaled Maxisport.com to be the ecommerce leader for sport brands in Italy.
- Maintained and improved Ultimoprezzo.com with up to 10M monthly visits.
- Technology stack: ASP.Net / C# / PHP / Javascript / CSS / HTML.

AsteImmobili Servizi   03/2006 – 03/2008 | Milan, Italy
Team Leader
As part of a 6 people crew, responsible for an online portal that advertised real estate auctions, serving more than 20 italian courts.
- Formally validated these portals to follow the Stanca Act for the accessibility of information technology.
- Technology stack: ASP.Net / VB.Net / MSSQL Server / CSS / XHTML.

Accenture   09/2004 – 02/2006 | Milan, Italy
Senior Programmer
Worked with one of the main italian GDO brands, responsible for various Oracle and Microsoft services.
- Helped the group migrate to Microsoft services, both using existing software (Microsoft Exchange / Reporting Services / MSSQL Server) and writing new ad-hoc applications.
- Coached new junior hires.

Zeroping   04/2003 – 08/2004 | Milan, Italy
Founder / System Administrator
Founded this small business with other family members as a side project to offer gaming platforms as a service.
- Manually installed and maintained up to 20 physical servers running Gentoo Linux.
- Wrote a PHP / MySQL web based management software based to serve up to 50 game clans.

Interests

Running
I'm currently on a quest to conquer all six Abbott World Marathon Majors. Whenever I encounter a challenge, my solution is simple: I head out for a run and the issue is solved.

Cooking
I have a profound passion for yeast, delving into its applications from brewing beer 🍺 to crafting bread 🥖 and pizza 🍕. What captivates me most is its nature as a living organism, in a perpetual state of evolution and adaptation to its surroundings.

Travelling
Along with my partner and our 2 kids, we're always up to new adventures and road trips.

Governance
I'm deeply intrigued by the evolving dynamics between society and businesses, particularly in how they reshape our collaborative work culture. We find ourselves in a unique era where work can be driven by passion rather than mere necessity, and it's within this realm that I discover my greatest motivation.

Languages

- English (Professional working proficiency).
- Italian (Mother tongue).
- French (Limited working proficiency).
- German (Elementary proficiency).