Stefano Sala

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Summary

Heya, I'm Stefano! 👋

I'm looking for a new challenge in a team where I can learn new things and help with my recent experience building and selling Conversio to Campaign Monitor. I loved building a product that helped small and medium merchants by providing tools that were once only available to big players.

I've worked with different languages and databases, but I'm most proficient with Javascript. I can deal with both backend (NodeJs) and frontend (React, CSS, html). I've managed databases with up to 1TB of data and web services serving up to 1B http requests per month.

Current projects

Biancolatte.ch ↗

The authentic Italian taste

2018 – present

Ecommerce store specialized in Italian food, from fresh cheese to pizza flour.
- Customized Shopify theme.
- Created a custom app for displaying delivery date.
- Fulfilling and shipping up to 20 weekly orders.

Professional experience

Campaign Monitor ↗   09/2019 – present | Remote

Enterprise Architect

Collaborate with C-level executives in the Product Leadership Team of the CM Commerce product to shape and implement new projects. Coordinate with the engineering team to plan and execute the development cycles. Participate 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).
- Contributed to the above framework (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've run the New York City Marathon 🏃, my first 42.2km last year. When I'm stuck at something I just go for a run, 80% of the time the problem is solved.

Cooking
I love working with yeast, starting from beer 🍺, to bread 🥖 and pizza 🍕. I especially love how the yeast is a living organism constantly changing and adapting to the environment.

Travelling
Along with my partner and 2 kids, we're always up to new adventures and road trips. We hope to be able to travel again soon, we miss it very much!

Governance
I'm very interested in seeing how society and companies are changing the way we work together. We're at a time and space in which we can afford working because we love it, not only because we need to. I find my motivation there.

Languages

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