Adrián Moreno Peña
Engineering Leader

Work experience

2021– now

Engineering Manager→ Director of Engineering → VP of Engineering, Tribe Lead
SumUp. Copenhagen (Denmark)

Guided a cross-functional team of 30 members across 4 teams to evolve a SaaS platform by driving alignment on the technical roadmap and ensuring clear stakeholder management.

Managed the P&L for the business unit, overseeing the strategy, product and technical roadmap and execution, including Go-To-Market efforts.

As VP of Engineering, established the global Incident Response process, connecting with Engineering, Governance, Risk and Compliance and Operation teams (~900 FTEs). Revamped the global status page architecture and communication.

• Maintained yearly recurring SaaS revenue through a brand and platform migration, and introducing a new subscription plan.

• Increased >20% MAU by introducing a new product line.

• Reduced time required to coordinate incidents by >60%.

Skills: team leading, coaching, agile development, product development, stack modernization, architecture, strategy

2019-21

Technical Lead → Engineering Manager VanMoof. Amsterdam (The Netherlands)

Solidified the technology infrastructure for a Direct-To-Consumer brand by insourcing the e-commerce and subscription platform, including integration with ERP and CRM, and other customer facing and internal portals using in the vertically integrated brand experience. Leading external and internal teams, managing and coaching employees and and structuring the team during hyper-growth phase.

• Improved CI/CD times for e-commerce by >50%, reducing downtime by >70%.

• Led automated QA and code standardization efforts, lowering production defects by 30%.

Skills: team leading, coaching, agile development, scrum, e-commerce, roadmap, high scalability, cloud computing, AWS, serverless, devops, magento, drupal

2017-19

Technical Lead Emakina.NL. Amsterdam (The Netherlands)

Technical Lead for the largest contract the agency had got, an international e-commerce, CRM, integration and service platform in the Salesforce ecosystem (SFCC, Service Cloud, Mulesoft). Guiding on best practices, overseeing the technical execution and scoping of projects and integration of deliverables, including enterprise architecture and accessibility requirements. Collaborating with the Marketing team on improving the e-commerce KPIs and ad spending.

• Championed accessibility improvements, achieving WCAG 2.1 level AA compliance.

• Integrated with PIM and DAM systems, lowering time to market new campaigns.

Skills: team leading, coaching, agile development, scrum, e- commerce, design sprints, high scalability, Salesforce (Commerce Cloud, Service Cloud).

2015-17

CTO Pocket Media. Amsterdam (The Netherlands)

Led the technology team of a mobile advertising agency (≈15 FTE). Part of the Management Team and defining company strategy and vision. Executed mobile and web (high scalability) development projects, including targeted advertising with personalized recommendations, and big data near-real time reporting. Defined the products roadmap, milestones, and plans to achieve the objectives, as long as the talent acquisition.

• Development of a new SaaS platform for Native advertisement (Android, iOS, web, Unity).

• Operated in-house applications and games with thousands of DAU.

• Performance improvement of +1000% (by re-platforming PHP → Golang).

Skills: advertising, product management, roadmap, tech & business alignment, strategy, mobile, scrum master
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2015

Senior Mobile Applications Developer
The Mobile Company. Amsterdam (The Netherlands)

Developed innovative new apps for iOS and Android (Bluetooth BLE beacons technology), and maintained apps (including top Dutch apps).

• Drove adoption of Agile principles within customer interactions, resulting in a 30% improvement in deliverable velocity and enhanced alignment between deliverables and client expectations.

Skills: Native mobile programming (Java, Objective-C, Swift), agile, scrum.

2011-15

Co-Founder, Technical Lead Zadia Software. Santiago (Spain)

Co-Founded a bootstrapped development studio, leading and coordinating a team of up to 5 engineers, while doubling the revenue every year. Providing IT and consulting services focused on web and mobile development.

• Spearheaded the entire sales process from initial client contact to project proposal delivery, resulting in a 100% YoY revenue growth.

• Drove technical execution of web and mobile applications development by coordinating a team of 5 engineers

2007-11

Analyst Programmer Bahía Software, Coremain. Santiago (Spain)

Navigated complex regulatory landscapes across healthcare, banking and the projects for the public sector, with full compliance while introducing modern development practices and tools.

• Introduced new technologies (jQuery, Drupal), enhancing developer productivity and enabling new business opportunities (leading to new public contracts).

Information

Name	Adrián Moreno Peña
Birth	June 4th, 1986
Nationality	Spanish
Languages	Spanish, Galician (native); English (full proficiency); Danish, Dutch, French, Portuguese (basic)
Phone	+4531579827
Email	info@adrianmoreno.info
Online	

Education

Master in Projects Management
University of Santiago de Compostela. Spain

Project management and lead based on PMBOK.

Final Master Project: Development and maintenance of a corporate web portal
Grade: 7.0 (Project), 7.0 (Studies)

Technical Engineering in Computer Systems
University of Santiago de Compostela. Spain
Specializations: Internet and Networking.

Knowledge & skills: Software analysis, software design, web design Software engineering, Law (applied to IT), network administration, calculus, algebra.

Final Master Project: Development and maintenance of a corporate web portal
Grade: 7.0 (Project), 7.0 (Studies)

Courses & other

Team Leadership Program for Directors
The Performance Coach, November 2016

Experience in public speaking: Podcast guest,Toastmasters, Meetup/ conference speaker

Teaching experience

Management board member of sport clubs: Campo da Angustia football club, Amsterdam Triathlon and Cycling Club, /tri club denmark triathlon club).