

Adrián Moreno Peña

Engineering Leader

Hello, nice to meet *you*!

I am **Adrián**. I am Spanish, live for 4 years in Copenhagen (Valby) with my wife and son. I have a **broad experience working among different cultures**, having lived before for 6 years in Amsterdam, and started my career in Spain. I thrive on diverse, multi-cultural environments and are able to navigate cultural differences with positivity.

By formation I am a **computer engineer with a Master's Degree in Project Management**. But that has not defined my professional career as much as my passion for making teams understand each other, building empathy across functions and aligning incentives and objectives in the organizations I've been part of.

My career expands over 17 years, including over a decade of hands-on software development on high scalability and availability systems for web and mobile applications.

Technical systems are nothing without a **sustainable business model** behind them, and I have hands-on experience in multiple industries, such as SaaS in Fintech, *direct to consumer* e-commerce, cross-country omnichannel e-commerce, or referral marketing networks.

On the way of working, I am a firm believer in **multi disciplinary teams and breaking silos**. I have implemented DevOps practices (monitoring, alerting and observability, incident response, "everything as code", ...) in teams I have been part of, as well as applied agile concepts (escaping from "agile the right way", favoring *the right agile for the team*).

To me, leading is doing what *has to be done*, and acting in a way that creates trust, empowers people to "dare to try", and fosters a healthy curiosity to always aim to improve.

I have had my own company myself, and having been part of scale-ups and start-ups, am in my comfort zone balancing speed with cost-control, paying technical debt while innovating on customer-facing value.

If you ask my peers, they'll highlight my **high energy with can-do mindset, self-driven nature while keeping a strong team spirit** (yes, I know it sounds like a contraction, but we agree I do act in such way :-), and a genuine interest on making others better. In comparison with engineering peers, I get as a highlight my strong business sense, with focus on developing sustainable product strategies (including economical aspects as well as architectural, organizational design, etc).

Hoping to talk to you soon,



Adrián Moreno Peña

Key highlights

Energetic, with high drive and strong team player.

Software Engineer with strong business acumen.

Adaptable leader with a focus on evolutionary change and culture shift.

Experience and comfortable as

- Individual contributor.
- Team manager.
- Manager of managers.

Experience in multiple sectors:

- Omnichannel E-commerce
- In-house, agency and consulting.
- Subscription-based SaaS.
- Digital-native app development.

Experience as general manager and board member.

Worked across cultures in international environments, based in 3 different countries.

Multi-disciplinary technologist:

- Mobile and web apps.
- System integrations.
- Platform and API development.



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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
- 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 4 th , 1986
Nationality	Spanish
Languages	Spanish, Galician (native); English (full proficiency); Danish, Dutch, French, Portuguese (basic)
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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).