

# Adrián Moreno Peña

## Engineering Leader

### Work experience

2021- now

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

Leading the Invoices & Accounting Tribe (~30 engineers, product managers and designers) in 4 teams. In charge of a SaaS business integrated with a comprehensive ecosystem of other tools.

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

As VP of Engineering, responsible for the global Incident Response, connecting with Engineering, Governance, Risk and Compliance and Operation teams.

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

2019-21

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

Part of the Digital team in this Direct-To-Consumer brand. Responsible on the technical side for in-sourcing the e-commerce platform, and other customer facing and internal portals using in the vertically integrated brand experience. Leading external and internal teams, coaching employees and growing and structuring the team during hypergrowth phase.

**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)**

Working with a Danish retail brand, with the international e-commerce team. Leading the technical implementation in an agile team, defining enterprise solutions based in Salesforce (Commerce and Service Cloud). Guiding on best practices, overseeing the technical execution and scoping of projects and integration of deliverables.

Collaborating with the Marketing team on improving the e-commerce metrics and ad spending.

**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)**

Responsible of the technology team of a mobile advertising agency (~15 people). Part of the Management Team and defining company strategy and vision. Executing 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.

**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).

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

2011-15

**Co-Founder and Technical Lead**  
**Zadia Software. Santiago de Compostela (Spain)**

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

**Skills:** Project Management, Sales, Team leading, Recruiting, Social Media, Mobile Programming (Android, iOS, Mobile web, Phonegap, Appcelerator), Web Development (Drupal, Wordpress, Play! Framework, PHP - Symfony, Codeigniter), UX/UI Prototyping..

2007-11

**Analyst Programmer**  
**Bahía Software, Coremain. Santiago de Compostela (Spain)**

Worked on projects for the public sector (healthcare, corporate communications) and private (banking)

**Skills:** J2EE, eHealth, Enterprise Architecture, Struts, JCAPS, SOA, C#, C++, SQL, Informix, Javascript/HTML/CSS, Drupal, Wordpress...

### Information

**Name** Adrián Moreno Peña

**Birth** June 4<sup>th</sup>, 1986

**Nationality** Spanish

**Languages** Spanish, Galician (native); English (full proficiency); Danish, Dutch, French, Portuguese (basic)

**Phone** +4531579827

**Email** [info@adrianmoreno.info](mailto:info@adrianmoreno.info)

**Online**   

### Education

2008-2010

**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)

2004-2007

**Technical Engineering in Computer Systems**  
**University of Santiago de Compostela. Spain**

**Specializations:** Internet and Networking.

*Acquired knowledge and 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**

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