

# 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 omni-channel 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

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## 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).