Adrián Moreno Peña
Engineering Leader

Hello, nice to meet you!

I am **Adrián**. I am Spanish, live for 3 years in Copenhagen (Valby) with my wife, and before that I lived in Amsterdam, working in international environments and cultures.

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 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, both on the server and client sides (mobile and web).

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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Work experience

2021- now

VP of Engineering / Tribe Lead
SumUp. Copenhagen (Denmark)

Leading the Invoices & Accounting Tribe, with ~30 engineers, product manager and designers in 4 teams.
Responsible for P&L, overseeing the technical roadmap and execution, collaborating with Product, Marketing & Design functions to evolve the digital SaaS product.

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

2019-21

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

Part of the Digital team, responsible on the technical side for the e-commerce platform, its connections as well as other customer facing and internal portals. Leading external and internal teams, in an in-sourcing effort to setup a team structure for company hypergrowth.

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

2017-19

Technical Lead
Emakina.NL. Amsterdam (The Netherlands)

Part of a multidisciplinary agile team, defining large scale solutions for a multinational e-commerce operation - always with the end-user in focus, and aligning with design and business analysis teams. All done in a completely agile manner, involving the client in all the phases.

Skills: team leading, coaching, agile development, scrum, e- commerce, design sprints, high scalability.

2015-17

CTO
Pocket Media. Amsterdam (The Netherlands)

Responsible of the technology team of a mobile advertising agency, as part of the management team, executing mobile and web (high scalability) development projects. 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
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2015

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

Developed innovative new apps (Bluetooth BLE beacons technology) and maintained apps, among top Dutch apps

Skills: Native mobile programming (Java, Objective-C, Swift), agile programming, 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)
Skills: J2EE, eHealth, Struts, JCAPS, SOA, C#, C++, SQL, Informix, Javascript/ HTML/CSS, Drupal, Wordpress...

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

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