

Marcelo Boeira

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Summary

Agnostic Lead Engineer with 9+ years of experience working on large-scale web applications.

Currently, supporting businesses to scale their platforms by building and leading great teams, reliable and high-available architecture, hiring, culture and career growth.

Passionate about software that makes an impact, culture, high-availability, and open source.

Education

Electrical Engineering, University of the Sinos Valley
São Leopoldo, Brazil — 2012-2016 (dropped out)

Professional Experiences

Engineering Lead, Hotel Partnerships, Airbnb
Berlin, Germany — 03/2019 - 06/2020 (COVID Layoffs)

Airbnb exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable.

At Airbnb, I work on the Hotels vertical, in a couple different functions, playing different roles at different times. During my first month, I've worked as an individual contributor, improving performance of a few different infrastructure parts, migrating legacy inventory updates done through synchronous http-calls to asynchronous message consuming with Kafka. In my third month I started leading a team of contractors in Poland on scaling third-party inventory API partnerships around major markets.

Achievements:

- Led plan and execution of multiple API partnerships for inventory integration that drove 7 digits revenue impact
- Managed a small contractors team (3-5 people ad-hoc)
- Actively participated in the technical expansion for EMEA, APAC, and such, impacting directly top-level company KPIs
- Drove initiatives for SLA contracts with API partners
- Participated in IPO-readiness initiatives
- Fostered observability culture, data-thinking and KPI driven processes
- Improved team sense of accomplishment by taking over the process and stakeholder management
- Reported directly to the Head of Partnerships

Core Stack: Terraform, ECS, Ruby, Go-lang, Kafka, SQS, ECS, Cloudfront, ElasticSearch, Tile38, Twemproxy, Datadog, Prometheus, MySQL, PostgreSQL, Snowflake, ...

Lead Site Reliability Engineer, heycar (Volkswagen & Daimler Venture)
Berlin, Germany — 10/2017 - 03/2019

heycar is a Volkswagen company that wants to make the car trading market better than ever before with a customer-focused car marketplace for Germany where the quality of the product is the key differentiation.

I have driven both the technical aspects of the platform, as well as contributed to the culture and career development.

Achievements:

- Supported Public Launch Setup
- Scaled Traffic and Inventory 100x
- Led the Infrastructure Scaling for the FIFA World Cup 2018 TV campaigns
- Led external partnership communications (Facebook Marketplace Integration)
- Hired around 10 engineers (among frontend, backend, and freelancers)
- Mentored Interns/Junior Engineers
- Fostered Observability culture among our services
- Setup the engineering/product blog and drove people to write articles
- Built an end-to-end image-classification Platform with Tensorflow

We were a very small team on core engineering, which allowed me to lead and set the example by jumping into all sorts of stack levels, helping all teams to focus on their product work.

I've built a fan-out infrastructure ingestion of listings, cluster-autoscaling for serving live traffic, live resizing and caching of images, feature-toggling / smooth rollout, data-warehousing, a fair amount of internal infrastructural changes in order to improve capacity and reduce costs. All of that while maintaining our Kubernetes Clusters and managing our infrastructure with Terraform. Everything hosted on AWS and monitored in real-time using Datadog.

We've have been using a quite diverse set of tools, languages, and frameworks, most of our platform is based on kinesis-streaming, go-lang, Kotlin (SpringBoot), and a set of polymorphic front-end applications with React and vue.js. But we also use a fair amount of Python for our Machine Learning pipelines.

Core stack: K8s, Terraform, Go-lang, Kotlin, AWS Kinesis, AWS SQS, SNS, ElasticSearch, Tensor-Flow, ...

Lead Software Engineer, Pricing, Movinga GmbH

Berlin, Germany — 10/2016 - 11/2017

Movinga is Europe's leading online moving service. Our mission is simple: to provide the best end-to-end moving experience.

As a Lead Engineer at Movinga, I have driven topics of high interest in the company's strategy, such as pricing, lead prioritization, and innovation practices, reporting directly to the CEO.

Achievements:

- Focused the team on delivering the best pricing experience for the user and the company
- Hired over 10 engineers (backend, front-end, mobile)
- Started a service-oriented culture among the engineering team
- Organized the team's structure and company culture
- Helped to scale the pricing model to make the company profitable
- Mentored Junior Engineers and Interns

On pricing, we have created abstractions to support a dynamic pricing model. Providing support to real-time calculation coverage for an enormous amount of mutable factors, including regionality, seasonality, capacity, urgency and so on.

To scale the growth in our activities, we extracted the pricing from a monolith into its own project and team. Along with our business experts and a great tech team, we have implemented automated pricing, calendar of prices for the final customer, value-added service, cost reduction, bundling, among other initiatives that drove the company to become profitable.

On innovation and culture, I have organized our Hackathons, where we have experimented with Machine-Learning based recommendations for moves and partners (companies that perform the move) and also to bring more control on our internal logs/metric infrastructure by using ELK.

Stack: Ruby, Grape, Rails, PostgreSQL, MongoDB, Elastic Search, Python, Machine Learning, AWS, ...

Software Engineer, Globo.com

Porto Alegre, Brazil — 06/2015 - 09/2016

Globo is South America's biggest broadcast network and the second-largest commercial TV network in annual revenue worldwide, just behind the American ABC.

As a backend engineer in the videos team, I handled modeling, background processing, microservices, scalability and availability issues on a daily basis. Building a trustable and scalable publishing platform for videos. During my time at Globo, I participated in the definition of the interviewing process, hiring of new developers, team-building and cultural related activities.

Software Developer (Remote), PrimeSystems

Porto Alegre, Brazil — 06/2014 - 06/2015

PrimeSystems is a Brazilian Leader in BPM Software, providing excellent technologies for companies that require mobile management of their employees. At Prime, I worked as a FullStack Engineer, creating end-to-end features, from the backend and deployment up to the front-end. We had about 3 large applications and our APIs were serving content for more than 50k users. Under SCRUM, we were able to be very productive and direct, we had very well-defined tasks, but the tech department was far from the decision making of the product.

Technical Writer / Content Creator, iMasters

São Paulo, Brazil — 2012 - 2015

iMasters is the biggest web development community in Brazil. As an independent content creator, I've worked on video tutorials for software development tools and frameworks such as Javascript, jQuery, Node, Ruby on Rails, and git.

Lead Developer, Nucleo Sistemas

Caxias do Sul, Brazil — 04/2012 - 06/2014

Nucleo Systems was a small software company in the south of Brazil. Focused on ERPs for Wine factories, it had a great group of clients being the first to provide such solutions for the Brazilian market.

At the time I've joined, all solutions were desktop based, making the setup expensive to the customers, maintenance and release cycle difficult for the company. In order to avoid that, we have decided to start a new cloud-based SaaS and migrate our clients, reducing the need for specific hardware and licenses. Also, making it easy to access from anywhere, improving the release cycle and maintenance.

Junior Software Developer, Nucleo Sistemas

Caxias do Sul, Brazil — 09/2011 - 04/2012

LOHR Electronic Systems is the main industrial electronics provider for the Brazilian automotive industry. Clients like Marcopolo, John Deere were the foundation of the company's products.

