

# Marcelo Boeira

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## Summary

Senior Engineer with 7+ years of experience working on large-scale web applications used by companies such as Volkswagen, Globo.com, Walmart, Samsung, Toyota, Otis, and 3M.

Currently, helping to scare heycar, a Volkswagen company, by leading the core platform. Focusing on high-available distributed applications, fan-out architecture, and data pipelines but always keeping an eye on product and UX.

Passionate about culture, software that makes an impact, delivering results and using open-source software.

At the moment, exploring leadership positions.

## Education

**Electrical Engineering, University of the Sinos Valley**  
São Leopoldo, Brazil — 2012-2016\*\*

## Professional Experiences

### **Senior Platform Engineer / Team Lead, heycar**

Berlin, Germany — 10/2017 - Currently

heycar is a Volkswagen company, we want to make the car trading market better than ever before.

We run a customer-focused car marketplace for Germany where the quality of our product is our key differentiation.

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

Achievements:

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

We are a very small team on core engineering, which allowed me to work on pretty much all of our ~70 projects.

We'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 and Prometheus.

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.

As for Data Infrastructure, we have been using a lot of ElasticSearch, Redshift for Data-Warehouse and Postgres.

### **Lead Software Engineer, 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 led topics of high interest for 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
- Organised 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 Machine-Learning based recommendation 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 daily basis. Building a trustable and scalable

publishing platform for videos. During my time at Globo, I participated on the definition of the interviewing process, hiring of new developers, team-building and cultural related activities.

### **Software Developer, PrimeSystems**

Porto Alegre, Brazil — 05/2014-06/2015

PrimeSystems is a Brazilian Leader in BPM Software, providing excellent technologies for companies that required 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 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 — 04/2012-06/2013

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.