

JORGE PENA

Head of Software, Director of Engineering, Tech Leadership

Email: jorge@imgpena.net | Location: Dublin, Ireland | [LinkedIn](#) | [Github](#)

Summary

Experienced technical leader with over 25 years working as a developer, team lead and manager. Extensive knowledge of software development, web, cloud devops, services and event architectures. I enjoy solving difficult technical and architectural problems and to do more with less. Experience with growing engineering teams and creating a safe, productive and performance oriented engineering culture.

Skills

Leadership, Technical Team Management, Mediation, Collaboration, Communication

Technical Design, Architecture, Micro-Services, Event Based, Cloud Infrastructure

Agile, SCRUM, Kanban, Devops, AWS, GCP, Docker, Terraform, Jenkins, Linux

Python, Javascript/Typescript, PHP, Java, C/C++, React, Flask, FastAPI, PostgreSQL, MySQL

Experience

Lead Software Developer | daa | 2026 - Now

- Lead the software development team in daa Labs responsible for the Dublin and Cork airport sites, mobile app and other software projects in the daa group.
- Manage the software developers and coordinate with Devops, Cloud, Architecture, Security and all other technical stakeholder in the company.

Head of Software | [Go Eve](#) | 2024 - 2026 | Dublin

- Took ownership of the software development and technical infrastructure at Go Eve, managing a small team of developers and working closely with the hardware development to bring a new product to the market. Managed the transitioning of the product and software from prototype stage to a production ready, reliable and scalable implementation. The technical infrastructure uses CockroachDB, GCP, Kubernetes and all deployments and tests are run via CI (Github actions).
- Managed the rewrite of the software running on the charging devices to support remote management, configuration and monitoring. Also improved memory and cpu consumption while improving reliability. Worked also on streamlining the install and update of software on devices, making sure we can do most of it remotely.
- Replaced the initial implementation of the backend charging management in NodeRED (a visual programming tool) that was useful in prototyping the system. Built a NodeJS API written in Typescript that is easier to work on, faster and allows the backend to scale much more easily.
- Implemented multiple improvements for the web app customers use to manage their charging sessions and added features for site admins to visualize usage and analyze data. Also added an admin dashboard to the backend that allows us to monitor, configure, and analyze usage of the system globally.
- Added a payment system for the app using Stripe that allowed us to have a public charging site in the US. This project was delivered in 3 months from start to finish allowing us to comply with the customer installation timelines.
- Started growing the development team coordinating the hiring of a senior developer to the team. Worked together with the leadership team on this and multiple other projects providing technical guidance, sales support and engaging with customers directly and resolving their support issues.

Director of Engineering | Pond5 | 2021 - 2023 | Dublin

- Played a key role in integrating Pond5 Engineering and Development processes into SOX (Sarbanes-Oxley Act) compliance framework and practices. Successfully passed the first internal audit without any issues.
- Provided mentorship and guidance to the team lead on how to handle a team member who was struggling, particularly in the context of a Performance Improvement Plan (PIP). With my support we were able to address the issue promptly, preventing it from negatively affecting team performance.
- Created a streamlined and efficient release process, fostered a culture of agility, and delivered software with a high degree of reliability and predictability. Fostered a culture of frequent releases, up to 3 times daily.
- Improved backend performance by 20% over 6 months by making specific optimisations, enhancements, and upgrades to the server-side of our website, resulting in a faster and more efficient experience for users.
- Led the competition in frontend performance. Dedicated to providing an excellent user experience, the Pond5 website loaded faster, and users could interact with it more smoothly than the competition.
- Successfully implemented a comprehensive knowledge sharing program. This initiative aimed to foster a culture of continuous learning and collaboration among team members, leading to improved visibility over team accomplishments and the sharing of technical knowledge with both internal and external stakeholders.
- Addressed security vulnerabilities promptly and comprehensively by collaborating with security researchers and third party audit providers. This resulted in improved security, cost control, and a safer environment for the organisation and its stakeholders.
- Made significant progress in increasing testing and experimentation within the Pond5 platform and improved their A/B testing framework. Increased simultaneous tests from 7 to 30+, accelerating the testing process. Improved analytics and integrated them with Pond5 existing experimentation framework.
- Implemented a headless CMS solution which significantly improved content management, reduced reliance on developers, enhanced efficiency, and allowed for faster content updates, benefiting both Pond5 marketing and product teams and the overall speed of their go-to-market strategy.

Software Development Manager | Pond5 | 2015 - 2021 | Dublin

- Brought about positive change to the development environment by utilising skills in project management, agile methodologies, communication, and collaboration, all of which contributed to improved product delivery, efficient resource allocation and better cross-team relationships.
- Created a stable and efficient development environment, fostered collaboration and communication within the team, and ensured that developers had the tools and knowledge they needed to be productive and satisfied in their roles.
- Effectively split the admin application from the main web application and optimised its deployment, the team achieved a more organised and secure system, which resulted in better performance and easier code maintenance.
- Controlled storage costs for Pond5 vast media assets library by implementing on-demand transcoding, dynamic image resolution generation, and efficient HD video regeneration, along with minimising image storage to original and thumbnail versions. These efforts resulted in substantial savings and improved cost-efficiency for the company.
- Led a major technological transformation, provided teams with the tools and infrastructure to develop microservices, achieved the business's goals through enhanced flexibility, scalability, and maintainability of the architecture. Achieved 50 Microservices in less than 2 years.
- Successfully established an engineering team in the Dublin office using an effective hiring interview process. Attracted, evaluated, and on-boarded over 30 skilled engineers over a 2 year period. Achieved an 80% engineer retention rate with most team members staying for over 2 years, and some even more for over 5 years.
- Improved the deployment process by implementing Jenkins CI, resulting in reproducible builds, tracking of releases, and reduced risk to the business.

Team Lead & Senior Web Developer | Paddy Power plc. | 2013 - 2015 | Dublin

- Stepped up to lead the team when a team lead left the business with no notice, ensured the team continued to work effectively and efficiently during the transition. Handled a critical situation effectively and maintained a positive working environment.
- Implemented a feature toggle mechanism for a mobile app, that enabled A/B testing, flexible feature releases, user segmentation, and productive collaboration with the product team. This resulted in more informed decisions and the ability to rapidly deploy or remove features as needed.
- Successfully integrated two QA engineers into my team when the company was disbanding the existing QA teams. Demonstrated my ability to lead, adapt to change, foster a collaborative environment, and support team members in their professional growth.
- Transitioned my teams from the SCRUM process to the FLOW framework using KANBAN following a CTO directive. Led this transition, ensured a smooth shift to KANBAN, which improved the team's output.

Other Experience

Part-Time Assistant Professor (Open Source Databases) | ISCTE | 2011 - 2012 | Portugal

Senior Developer & IT Manager | MCO/MOP | 2006 - 2013 | Portugal

Web Developer & Sysadmin | WIZ Interactive | 2004 - 2006 | Portugal

Founder & CTO | Direxis | 2000 - 2004 | Portugal

Developer | Megamedia SA | 1999 - 2000 | Portugal

Sysadmin | Cabovisão SA | 1998 - 1999 | Portugal

Sysadmin | Refrigor SA | 1998 | Portugal

Projects

CTO & Founder | Teamsportz | 2018 ... | Remote – UK

Part-time CTO and Founder of Teamsportz, an early stage startup focused on bringing technology and AI to grass roots sports clubs and organisations.

Education

Masters Degree in Open Source Software | ISCTE - Lisbon | 2009 – 2012

Thesis: A Collaborative Framework for Browser Games Development

Degree in Computer Science & Engineering | IST - Lisbon Technical University | 1991 – 1997

Research Paper: A new algorithm for the reduction of incompletely specified finite state machines

Languages

English: Fluent

Portuguese: Fluent

Hobbies & Interests

- Reading around technology, science and also for fun.
- Running, hiking and keeping fit.
- Learning and working on personal software and hardware projects .