




Simon Nordberg

Expert generalist: engineering,
product & operations


✉ simon [at] simonnordberg.com

☎ +46706155590

Entrepreneurship

-  **Hackerman AB, Founder**
Dec 2016 - Present
-  **Gomorrön Östersund, Co-founder & partner**
Jan 2017 - Nov 2020
-  **Brightn AB, Co-founder & CTO**
Jun 2014 - Apr 2019

Education

-  **Master of Science, Computing Science**
Umeå University, 1999 - 2004

Fun facts

Outdoor aficionado

Happiest outside, I spend my free time running, skiing and mountainbiking.

Non-fiction book worm

Love to read and learn; science, philosophy, psychology, medicine, arts, economics etc.















Beer brewer

Hoppy NEIPAs are my favorite.

What I do

Expert generalist with 20+ years building products from engineering and product perspectives. I've scaled platform organizations at Spotify, operated as CTO at Urb-it, and co-founded multiple companies. I stay close to technical decisions rather than managing from a distance, believe in incremental improvement over rewrites, and care about how all the pieces connect: vision, strategy, execution, and the people who make it happen.

Experience

-  **Umain, Technical Director**
May 2025 - current
-  **Volvo Cars, Product Manager (contract)**
Jan 2024 - Dec 2024
-  **Wolters Kluwer, Architect (contract)**
Mar 2023 - Sep 2023
-  **Spotify**
May 2019 - Sep 2022
- Principal Product Manager**
Jan 2022 - Sep 2022
- Senior Product Manager**
May 2019 - Jan 2022
-  **ATG, Product Manager (contract)**
Mar 2018 - Apr 2019
-  **Sysarb, Advisor (contract)**
Feb 2018 - Jun 2019
-  **Urb-it**
Jun 2015 - Jun 2017
- CTO (interim, contract)**
Jan 2017 - Jun 2017
- Product Manager (contract)**
May 2016 - Jan 2017
- Software Engineer & Architect (contract)**
Jun 2015 - May 2016
-  **Adeprimo, Software Engineer & Architect**
Nov 2008 - Jun 2014
-  **Ibitec, Software Engineer & Architect**
Nov 2007 - Nov 2008
-  **Roxen Internet Software, Software Engineer**
Aug 2006 - Nov 2007
-  **Exsitec, Technical Consultant**
May 2004 - Aug 2006
-  **Ericsson, Master's Thesis**
May 2003 - Sep 2003
-  **UKD Distans, Head Teacher**
Dec 1999 - Mar 2003
-  **Utfors, NOC Technician**
May 2000 - Aug 2002

Companies and roles I'm interested in

I'm particularly interested in 20-150 person scale-ups that have found product-market fit but are facing the challenges of scaling, where what got you here won't necessarily get you further. This is my sweet spot, as I enjoy tackling the complexities that come with growth.

Engineering/product leadership roles

Leading engineering or product organizations where I stay close to technical and product decisions rather than managing purely through delegation. I build strategy, make architectural choices, and remove blockers while managing teams. Roles include CTO, CPO, VP/Head/Director of Engineering or Product.

Senior technical staff roles

High-impact technical work solving the most critical problems blocking growth. Lead the technical vision and architecture for cross-cutting systems, facilitate architectural decisions, and ensure scalability, reliability, and alignment with business goals. Roles include Staff/Principal Engineer, Chief Architect.

Both require understanding and influencing the entire system: people, product, and technology, rather than optimizing parts in isolation.

How I work

I believe in incremental progress over grand rewrites, staying close to the actual work rather than managing from a distance, and understanding how all the pieces fit together.

Compound over rewrite

I make systems incrementally better rather than starting over. Small improvements in architecture, processes, operations, and teams compound into lasting change.

Stay close

I remain connected to the work itself rather than managing from a distance. Understanding details matters for making good decisions and maintaining technical credibility.

See the whole

I care about how vision, strategy, execution, working product, culture, and people connect. Understanding the complete system matters more than optimizing any single part.

Experience, in more detail



Umain, Technical Director

May 2025 - current

Gothenburg, Stockholm

Establishing Umain's Gothenburg office from scratch. Recruiting and building the engineering team while leading technical direction on client engagements. Provide cloud infrastructure architecture and technical leadership across client projects in manufacturing and digital products. Define solution approaches balancing scalability, security, and delivery speed for companies scaling their engineering capabilities.

Tech stack: GCP, Next.js, Golang



Volvo Cars, Product Manager (contract)

Contract, Jan 2024 - current
Gothenburg, Stockholm, Remote

Led a team building a declarative infrastructure platform, enabling a unified approach to managing platform resources and improving the developer experience. Drove product strategy for a new department and coached platform leaders on fostering an effective product development culture for infrastructure and platform teams. Worked across multiple teams to align technical and strategic initiatives.

Tech stack: Azure, AWS, Kubernetes, Java, .NET Core



Wolters Kluwer, Architect (contract)

Contract, Mar 2023 - Sep 2023
Gothenburg, Remote

Supported the leadership team across CTO, Architecture, and Operations domains. Led technology strategy, org design, and process improvements to enhance delivery and technical excellence. Defined architecture principles, patterns, and governance for the next-generation web platform. Improved reliability, performance, observability, and incident management for operational resilience.

Tech stack: Azure, C#, .NET Core



Spotify, Principal Product Manager

Full-time, Jan 2022 - Sep 2022
New York, Stockholm, Remote

Led the Cloud Storage Product Area, managing a portfolio of storage and database solutions that enabled Spotify's R&D teams to build and deploy stateful workloads at scale. Managed a global team of senior product managers, driving developer productivity while balancing reliability, performance, and cost.

Also served as strategy lead for company-wide platform productivity and business continuity initiatives, impacting all developers.

Tech stack: GCP, AWS, Bigtable, Cassandra, Elasticsearch, Java, Python, Kubernetes



Spotify, Senior Product Manager

Full-time, May 2019 - Jan 2022
New York, Stockholm, Remote

Managed storage and database platform teams, driving improvements in developer productivity, reliability, performance, and cost. Additionally contributed to teams focused on configuration management and backend service foundations, enhancing developer experience for backend engineers.

Tech stack: GCP, AWS, Bigtable, Cassandra, Elasticsearch, Java, Python, Kubernetes



ATG, Product Manager (contract)

Contract, Mar 2018 - Apr 2019
Stockholm

Led the productization of cloud and messaging services to enhance developer productivity and operational efficiency. Defined product strategy, roadmap, compliance, and quality assurance.

Established a governance model for AWS access, providing teams with SSO, aggregated billing, logging, policy enforcement, auditing, and VPN connectivity. Designed and developed an Infrastructure-as-Code framework (Python) for self-service provisioning and application-level messaging configuration on the Solace platform.

Tech stack: AWS, Kubernetes, Networking, Solace (Appliance & VMR), Python, Golang, SAN



Sysarb, Advisor (contract)

Contract, Feb 2018 - Jun 2019
Arboga, Stockholm, Remote

Advised on product and technology strategy as part of the management team, supporting Sysarb's vision of achieving workplace equality for its customers.

Tech stack: AWS, Azure, .NET



Urb-it, CTO (contract)

Contract, Jan 2017 - Jun 2017
Stockholm

Led engineering, product management, UX, system integration, and test teams. Served on the executive team, driving product and company strategy.

Tech stack: iOS, Android, JavaScript, .NET, AWS, Azure



Urb-it, Product Manager (contract)

Contract, May 2016 - Jan 2017
Stockholm

Managed a suite of four native mobile apps (iOS & Android) for consumers, merchants, and couriers. Led two development teams, one co-located and one distributed across two continents, to drive product development and delivery.

Tech stack: iOS, Android, Objective-C, Swift, Java, Kotlin



Urb-it, Software Engineer & Architect (contract)

Contract, Jun 2015 - May 2016
Stockholm

Designed and developed three iOS apps for customers, merchants, and couriers, ensuring scalability and a seamless user experience.

Tech stack: Objective-C, Swift, Storyboard, MVVM



Adeprimo, Software Engineer & Architect

Full-time, Nov 2008 - Jun 2014
Östersund

Established and evolved development and architectural best practices across internal and client projects. Led software engineering efforts across diverse industries, including media, e-commerce, and tourism. Acted as a team lead and agile advocate, driving the company's transition to more effective product development methodologies.

Tech stack: Java, Objective-C, Scala, Python, Ruby, MongoDB, RabbitMQ, JavaScript, Linux, AWS



Ibitech, Software Engineer & Architect

Full-time, Nov 2007 - Nov 2008
Linköping, Stockholm

Specialized in enterprise Java applications on JBoss and WebSphere, delivering solutions for government, military, and insurance clients. Established architectural guidelines within the company and served as an instructor for Sun Microsystems' Enterprise Java courses (FJ-310, SL-351).

Tech stack: Java, JavaScript, J2EE, JavaEE, WebSphere, MySQL, Oracle, Linux, Scrum, RUP



Roxen Internet Software, Developer

Full-time, Aug 2006 - Nov 2007
Linköping

Developed features for Roxen Editorial Portal, a web-based multichannel publishing tool for the media industry.

Tech stack: Pike, C, Linux, MySQL, XSLT, Scrum



Exsitec, Technical Consultant

Full-time, May 2004 - Aug 2006
Linköping, Stockholm

Designed and implemented custom solutions for Movex ERP, from integrations to full application suites. Gained deep expertise in the IBM iSeries platform through consultancy and training on Linux on iSeries, iSeries LPAR, and SQL.

Tech stack: Java, JavaScript, iSeries, OS/400, DB2, Movex



Ericsson, Master's Thesis

Full-time, May 2003 - Sep 2003
Stockholm

Master's thesis entitled **3G IPv6 Node Emulator**. Designed and implemented a Gateway GPRS Support Node (GGSN) with IPv6 support for 3G end-to-end terminal testing. Developed in C/C++ and Python on *BSD, Linux, and Solaris, including modifications to the FreeBSD kernel and IPv6 stack.

Tech stack: C, C++, Linux, FreeBSD



UKD Distans, Head Teacher

Part-time, Dec 1999 - Mar 2003
Umeå, Malung

Taught high school students programming in C, C++, SQL, and Visual Basic in a part-time role.

Tech stack: C, C++, SQL, Visual Basic



Utfors, NOC Technician

Part-time, May 2000 - Aug 2002
Uppsala, Stockholm

Managed core and customer networks, handling infrastructure configuration, monitoring, and operations.

Tech stack: Solaris, Linux, Cisco, Juniper

Entrepreneurship, in more detail



Hackerman AB, Founder

Dec 2016 - Present
Gothenburg, Remote

Provided product and technology consulting services. Conducted research in areas such as AI, and game engines.



Gomorrön Östersund, Co-founder & partner

Jan 2017 - Nov 2020
Östersund, Remote

Led product strategy and digital presence for a creative coworking space supporting startups and entrepreneurs. Also ensured top-quality coffee.



Brightn AB, Co-founder & CTO

Jun 2014 - Apr 2019
Örebro, Östersund, Remote

Built and launched a digital platform enabling retailers to connect with customers, reducing reliance on printed discount flyers and improving engagement efficiency.

Tech stack: Objective-C, Swift, Java, JavaScript, Ruby, Python, Machine Learning, AWS