

Simon Nordberg

Software Engineer | Software
Architecture & Technology
Leadership

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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 a lot of my free time running and skiing.

Non-fiction book worm

Love to learn and read; science, philosophy, psychology, medicine, arts, economics to name a few.

Beer brewer

Hoppy NEIPAs are my favorite.

What I do, and want to continue doing

I am an engineer and technology generalist who thrives on defining and building successful technology products. I love tackling challenging problems, figuring out where to invest, architecting and implementing solutions, and creating passionate, creative, and high-performing teams to build great products.

Experience

 **Spotify**
May 2019 - Sep 2022
Principal Product Manager
Feb 2022 - Sep 2022


Senior Product Manager
May 2019 - Jan 2022

 **AB Trav och Galopp**
Mar 2018 - Apr 2019

Product Manager, Cloud Infrastructure
Dec 2018 - Apr 2019

Product Manager, Messaging Infrastructure
Mar 2018 - Apr 2019

 **Sysarb, Advisor**
Feb 2018 - Jun 2019

 **Urb-it**
Jun 2015 - Jun 2017

Interim CTO
Jan 2017 - Jun 2017

Product Manager
May 2016 - Jan 2017

Software Engineer & Architect
Jun 2015 - May 2016


 **Adeprimo, Software Engineer & Architect**
Nov 2008 - Jun 2014


 **Ibitech, Software Engineer & Architect**
Nov 2007 - Nov 2008

 **Roxen Internet Software, Developer**
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

More about me

I have spent the past 20 years in various technology and product roles. I have started several companies. I have been a startup CTO. I have been an individual contributor and a manager. I have been a consultant working with companies in a wide range of industries. I have worked in product companies and agencies. If I am to go by the feedback I get; I am a trusted leader with strong technical, people and strategic skills.

I love learning and improving. I have come to acknowledge this as one of my core qualities. I am able to quickly get up to speed and be productive in a new environment.

Personally, I am a devoted trail and ultra runner, downhill skier, occasional DJ and self-improvement nerd.

Experience, in more detail



Spotify, Principal Product Manager

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

Product lead for the Cloud Storage Product Area in Spotify's Platform team responsible for the storage and database portfolio that enable R&D teams to safely and effectively build and deploy stateful workloads to serve Spotify customers worldwide. Managed a global team of senior product managers with a relentless focus on developer productivity and happiness while balancing reliability, performance and cost.

I was also strategy lead for a number of large-scale platform productivity and business continuity initiatives impacting all developers at the company.

Environment: GCP, AWS, Bigtable, Cassandra, Java, Python, Kubernetes



Spotify, Senior Product Manager

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

Product manager in two Platform teams responsible for the storage and database portfolio focusing on developer productivity, reliability, performance and cost.

During this period I was also involved in two other Platform teams responsible for configuration management and the foundation for our backend services, focusing on developer productivity for backend engineers.

Environment: GCP, AWS, Bigtable, Cassandra, Java, Python, Kubernetes



**ATG, Product Manager,
Cloud Infrastructure**

Contract, Dec 2018 - Apr 2019
Stockholm

I led the effort of productizing the cloud service offer to improve developer productivity and happiness, including product strategy, roadmap, operational concerns, compliance, quality assurance etc.

One part was a governance model to allow development teams to get access to the cloud provider (AWS) with a feature baseline including SSO, aggregated billing, logging, policy & auditing, VPN connectivity to the data center.

In addition, we also acted as a Site Reliability Engineering (SRE) team with a mission to provide world-class reliability to the onboarded services hosted on the cloud platform.

Environment: AWS, Kubernetes, Networking



**ATG, Product Manager,
Messaging Infrastructure**

Contract, Mar 2018 - Apr 2019
Stockholm

I led the effort of productizing the backend messaging service offer to improve developer productivity and happiness, including product strategy, roadmap, operational concerns, compliance, quality assurance etc.

The service was based on the Solace messaging platform. As a part of the packaging I also architected and developed an infrastructure-as-code framework (written in Python), processes and a governance model to allow development teams to self-service resources and application level messaging configuration.

Environment: Solace (Appliance & VMR), Python, Golang, Networking, SAN



Sysarb, Advisor

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

Sysarb's vision is to help its customers achieve workplace equality. I was product and technology advisor and part of the management team.

Environment: AWS, Azure, .NET

Urb-it, Interim CTO

urb-it Contract, Jan 2017 - Jun 2017
Stockholm

I led the engineering teams, product managers, UX, system integrators and test teams. Also part of the executive team with responsibility for product & company strategy.

Environment: iOS, Android, .NET, AWS, Azure

Urb-it, Product Manager

urb-it Contract, May 2016 - Jan 2017
Stockholm

I managed the native mobile apps product suite consisting of four apps. Two consumer facing (Android & iOS) and two for merchants and couriers.

Development was done in two teams that I managed, one team was co-located and one team distributed over two continents.

Environment: iOS, Android, Objective-C, Swift, Java, Kotlin

Urb-it, Software Engineer & Architect

urb-it Contract, Jun 2015 - May 2016
Stockholm

System architect and developer of three iOS apps, targeting customers, merchants and couriers.

Environment: Objective-C, Swift, Storyboard, MVVM

Adeprimo, Software Engineer & Architect

adeprimo Full-time, Nov 2008 - Jun 2014
Östersund

Full service agency that develops and designs digital experiences.

I was a systems architect and engineer responsible for establishing and evolving sound development and architectural practices across internal and external projects. Involved in countless projects in a number of industries, e.g. media, e-commerce, tourism to name a few.

Highly involved as a software engineer and team lead. Advocate of agility in the software process with a leading role as the company transitioned to more effective methods of product development.

Environment: Java, Objective-C, Scala, Python, Ruby, Linux, AWS



Ibitech, Software Engineer & Architect

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

Solution architect and consultant specializing on enterprise Java applications based on JBoss or WebSphere. Projects were conducted with customers mainly from government, military and insurance industries.

Responsible for establishing architectural guidelines within the company. Instructor on a number of Sun Microsystems's Enterprise Java courses such as FJ-310 and SL-351.

Environment: Java, J2EE, JavaEE, WebSphere, MySQL, Oracle, Linux, Scrum, RUP



Roxen Internet Software, Developer

Full-time, Aug 2006 - Nov 2007
Linköping

Software developer on the Roxen Editorial Portal product, a web based multichannel publishing tool aimed at the media market.

Environment: Pike, C, Linux, MySQL, XSLT, Scrum



Exsitec, Technical Consultant

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

Developer and Movex ERP system consultant, working closely with customers designing to implement custom solution ranging from simpler integrations to entire application suites. Deep understanding of the IBM iSeries platform gained through consultancy and teaching of topics such as Linux on iSeries, iSeries LPAR (Logical partitioning) and SQL.

Environment: Java, iSeries, OS/400, DB2, Movex



Ericsson, Master's Thesis

Full-time, May 2003 - Sep 2003
Stockholm

Master's thesis entitled **3G IPv6 Node Emulator** that includes application design and implementation of a Gateway GPRS Support Node (GGSN) with IPv6 support. This node is to be used for 3G end-to-end terminal testing. Implementation conducted in C/C++ and Python under a *BSD, Linux and Solaris environment. Work also involves modifications to the FreeBSD kernel and IPv6 stack.

Environment: C, C++, Linux, FreeBSD



UKD Distans, Head Teacher

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

Part-time job teaching programming (C, C++, SQL and Visual Basic) to high school students.

Environment: C, C++, SQL, Visual Basic



Utfors, NOC Technician

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

Part-time job managing core and customer networks. Network infrastructure configuration, monitoring and operations.

Environment: Solaris, Linux, Cisco, Juniper

Entrepreneurship, in more detail



Hackerman AB, Founder

Dec 2016 - Present
Gothenburg, Remote

Solo venture providing product and technology consulting services.

Various research projects in e.g. Machine Learning and Game Engines.



Gomorrön Östersund, Co-founder & partner

Jan 2017 - Nov 2020
Östersund, Remote

We want to provide startups, entrepreneurs, visionaries and enthusiasts a place to create change and do better business together in a creative coworking environment. We currently have four locations across the city of Östersund.

My main responsibility has been to oversee the product strategy and our digital presence. And also the coffee, of course.



Brightn AB, Co-founder & CTO

Jun 2014 - Apr 2019
Örebro, Östersund, Remote

Startup building digital products targeting the retail industry. We launched a platform that enable retailers to effectively connect and communicate with their, largely replacing the need to print and distribute generic and low yield discount flyers.

Environment: Objective-C, Swift, Java, Ruby, Python, Machine Learning, AWS