Pablo Poveda Ortega

Engineering Manager

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EXECUTIVE SUMMARY

Engineering Manager with 15+ years in software development, growing from web developer to leading engineering teams and departments. Started out building web applications for telecom, education and insurance companies. Then built in-house product platforms: Evolufarma's marketing SaaS for pharmacies and the content platform behind UNIR's international websites, where I drove CI/CD and containerization as the team grew from 4 to 10 people. At VASS, I moved from Team Lead / Tech Lead of the Digital Experience department to running it, growing it from 1 to 20 people and managing a portfolio of around 30 projects, including enterprise solutions for thousands of users. Specialized in leading, managing and scaling technical teams, improving software delivery and bringing generative AI into development, backed by a Master's in AI Engineering (LLM applications, RAG and agentic systems).

KEY ACHIEVEMENTS

- Scaled an engineering department from 1 to 20 people.
- Delivered enterprise solutions for thousands of users.
- Led a portfolio of around 30 technology projects.
- Brought generative AI into the development process, increasing delivered value by roughly 30%.

EXPERIENCE

VASS · Madrid — **Sep 2020 – Nov 2026**

Department Manager, Digital Experience (Open Source PHP) — **May 2024 – Nov 2026**

- Led the department with full ownership of organizational decisions and responsibility for its financial results, project portfolio and business opportunities.
- Organized the department's engineering teams of 15–20 people, defining their structure, priorities and project assignments.
- Together with other leaders, drove the adoption of generative AI across the area's development teams, building a solid AI-assisted workflow and harness on live projects. Small features and fixes that could take around two days were delivered autonomously in less time and against more objective quality criteria, increasing delivered value by roughly 30%.
- Opened new clients through small initial projects that later allowed the company to grow its business with them.
- Coordinated cross-departmental projects, aligning priorities, deadlines, dependencies and delivery across teams.
- Oversaw nationwide projects, such as the loyalty platform of one of the country's leading telecom operators, taking part in architecture decisions and in stakeholder communication and reporting.

Team Lead / Tech Lead, Digital Experience (Open Source PHP) — **Sep 2020 – Apr 2024**

- In projects where I was the technical lead, worked directly on solution design and architecture decisions, reviewing and refining proposals with the team throughout development.
- Grew the department from 1 to 20 people: designed the hiring process and technical challenges, ran interviews together with the Talent Acquisition team, followed up with candidates and prepared the onboarding of new team members.
- As the team grew rapidly, introduced Scrum and XP practices, quality standards and automated code review. We also set up logging, monitoring and metrics to identify, quantify, classify and prioritize incidents, which reduced them and improved how they were tracked and resolved.
- Automated key delivery processes, focusing the team on delivering more value (more fixes and small enhancements) with higher quality.
- Managed a portfolio of around 30 projects, including turnkey developments, ongoing enhancement and maintenance, and time and materials (T&M) contracts. Highlights:
  - Web and mobile intranet for thousands of employees of a national supermarket chain: led the project end to end, coordinated the teams and defined the architecture, REST APIs and security requirements together with the client's IT department.
  - Digital radio channels in Spain and Colombia: ongoing enhancement and maintenance for one of the leading media groups.
- Supported the team's professional development through mentoring, regular one-to-ones and objective-based performance reviews. Three team members were promoted to more senior roles, some of them moving to other departments.
- Held financial responsibility for the department, achieving higher profitability than planned, and led pre-sales from identifying client needs through to proposal and estimation.

Senior PHP Developer · UNIR · Madrid **Apr 2017 – May 2020**

- Co-led the engineering of an in-house WordPress-based content platform powering UNIR's websites in Spain, Mexico, Colombia, Peru, Ecuador and the United States.
- Built the platform from scratch alongside the team, contributing to architectural decisions focused on performance, scalability and security.
- Worked closely with Systems, Marketing, Content, SEO and Legal teams to align technical solutions with business needs.
- As the team grew from 4 to 10 engineers and designers, introduced CI/CD and containerization. This let the back-end and front-end teams work with more autonomy and safety, improved quality and shortened delivery times by around 40%, while making work easier for UNIR's internal IT teams. Completed a Master's in DevOps and Cloud at UNIR to support this work.

Senior Web Developer · Evolufarma · Madrid **Apr 2014 – Jun 2017**

Startup offering 360° marketing solutions for pharmacies.

- Contributed to the architecture of a platform for generating and managing pharmacy websites, with e-commerce and a shared pharmaceutical catalog, integrated with our central marketing platform.
- Developed core components with the team: the administration dashboard, data integration APIs, segmented email campaign tools and a mobile app backend.
- Led three junior developers, organizing iterative development, reviewing code and supporting their technical growth.
- Introduced Kanban-based incident and maintenance management, improving visibility and traceability of work across the company.

Web Developer → Senior PHP Developer · Logiqo · Madrid **Oct 2008 – Mar 2014**

- Built websites and web applications for companies in telecommunications, education and insurance, focused on online marketing and lead generation, applying retargeting and A/B testing to improve conversion.
- Promoted to Senior PHP Developer within the first year and went on to lead large web projects.

SKILLS

Artificial Intelligence & GenAI: AI Engineering · Generative AI · LLM Applications · Retrieval-Augmented Generation (RAG) · Cache-Augmented Generation (CAG) · AI Agents & Agentic Systems · AI-assisted Software Development · Prompt Engineering · AI Evaluation · AI Adoption & Governance. Applying generative AI to the development lifecycle with a focus on security, quality and responsible use.

Engineering leadership and management: building and developing teams, hiring and mentoring, objective-based performance management, engineering culture, agile methodologies and ownership of software delivery.

Technology and development: extensive experience building web applications with PHP, including custom solutions and WordPress-based platforms. Technical leadership of projects using Drupal, Laravel and Symfony. Experience with API-based architectures, SQL and NoSQL databases, web security, containers (Docker) and CI/CD (GitLab). Recent personal projects using TypeScript, Python and FastAPI.

Software architecture and quality: web solution design, systems integration, performance, scalability and security; engineering standards, code review and automated quality checks.

EDUCATION

Master's in AI Engineering · LIDR **2026**

LIDR Ignite technical leadership program · LIDR **2022**

Master's in DevOps and Cloud · UNIR **2019**

Technical Engineering Degree in Computer Science (Management Information Systems) · University of Alicante **2003–2008**

LANGUAGES

Spanish: native. English: professional working proficiency (B2, Cambridge First Certificate in English).

OTHER

Lead organizer of WordCamp Madrid 2019 (600 attendees).