

Summary

- 34 years old, passionate Cloud Architect and Innovator
- CTO and Founder of App-Arena.com
- Developed over 10 Heavy-Load Web-Apps (>3M users best)
- Build and trained a dev and design team of 15
- Transmits strong vision
- Migrated Financial Accounting from DATEV to paperless Exactonline
- M.Sc. in Business Information Systems
- AWS, Serverless, Typescript, React/Redux, Ubuntu and DevOps

Interests

- My family ♥
- Serverless, Data, Design, UX
- Business Ideas, Startups, SaaS
- Eintracht Frankfurt, Mountain-Bike, Sports

Experience

APP-ARENA GMBH Köln/Germany
Founder & CTO / IT, Financials & Online Marketing 2010 - Present

- **Platform Architecture:** AWS, Architecture, Serverless, Micro-Services, RESTful, Webhooks, SDKs, Elasticsearch, Data Clustering, Marketing Automation
- **Product design and development:** Heavy-Load Web-Apps (>3M users), Widgets, Architecture, UX, Design, ReactJS/Redux/Node, Slim3, ZF2, BackboneJS.
- **Controlling & Financials:** Financial Accounting, Controlling, Planning and Budgeting, Shareholder Reporting, Web Performance, Analytics
- **Infrastructure & DevOps:** Definition and Implementation of IT infrastructure, Build Tools, Docker, Terraform, CloudFormation, Webpack, Ubuntu, Apache.
- **Company Building:** Fundraising, Pitch Deck, Processes, Know-How Management, Team-Building, Outsourcing, Training & Leadership, Scrum, Marketing

LUFTHANSA TECHNIK AG Frankfurt a.M./Germany
Trainee / Business Controlling & Planning 2008 - 2009

DAIMLER AG México DF/México
Intern/ Mercedes Benz & Smart Controlling 2007 - 2008

Education

AWS SOLUTION ARCHITECT 2017
Amazon Web Services / Associate Level

M.SC. BUSINESS INFORMATION SYSTEMS Darmstadt/Germany, Buenos Aires/Argentina
TU Darmstadt / Specialization: E-Business, Online-Marketing 2003-2010

CERTIFIED TRAINER Köln/Germany
IHK Köln / Trainer for Qualified IT specialists, Marketing professionals, Media designers 2016

Dev projects

App-Arena Platform

Core platform / Headless CMS / Developer SDKs / Reseller-Stores

2011 - Present

Multi-Client marketplace for distributing Marketing focussed lead generation web-apps.

- **Platform Architecture:** AWS, SOA Architecture, Serverless, Micro-Services
- **Product design and development:** UX, Design, ReactJS/Redux/Node, Slim3, ZF2, BackboneJS.
- **API and SDKs:** Architecture, RESTful API and PHP and JS SDK architecture
- **E-Commerce:** Online-Shop, Reseller-Stores, Checkout Experience
- **Multi-Language:** AI based platform and product translations using Azure
- **DevOps:** Build, Test and Deploy via Atlassian Bamboo

Applied technologies

AWS (CloudFormation, Lambda, RDS, VPC, EC2, ECS, S3, CloudFront), Azure (Translation), Redis, Elasticsearch, Zend Framework 2, Doctrine, React/Redux, Typescript

Customer Profiling Data Cluster

Customer analytics cluster / Smart segmenting / Marketing Automation

2016 - Present

Identify and track customer user behaviour via custom JS SDK. Serverless data processing, aggregation and ingestions into Elasticsearch cluster. Trigger based Marketing automation and integration with third party CRM and Newsletter systems (Mailchimp, Salesforce, Zoho, 25 others).

- **Serverless Architecture:** Architecture Diagrams, Serverless Architecture, Webhooks, SDKs, Elasticsearch
- **ElasticSearch:** Index definition, Customer segmentation, Data Clustering, Performant querying
- **App- & Customer Management:** Self-Service UI for managing, configuring and publishing products of the platform (--> see projects below)
- **Tracking JS SDK:** API definition, cross-domain, UUID tracking
- **Integration & Automation:** Rule/Trigger based integrations, >25 third party serverless API integrations, Marketing Automation
- **DevOps:** ES Scaling, CloudFormation

Applied technologies

AWS (CloudFormation, Elasticsearch Service, Lambda, API Gateway, SNS, SQS, S3, VPC, ElastiCache), NodeJS 8, React, Elasticsearch, Kibana, Redis

Betting game

High Traffic app / Live-Scores / Custom tournaments / > 1M users

2012 / 2014 / 2016 / 2018

Betting game originally conceptualized for the EURO 2012. Heavy-Load web app with more than one million users. Seamlessly integrated within the App-Arena platform.

- **Feature rich and fast Web app:** Single-Player and Team functionality, bonus questions and a lot of customization options for clients
- **Progressive Web App:** Implemented Service Worker Caching strategies and dynamic manifests to provide user a performant user experience.
- **Caching:** Multiple cache level implementation to manage heavy-load traffic. HTTP, Service Workers, Redis and CDN reduce spike traffic on apache Webserver running the business logic.
- **League Management:** Flexible League Management Backend for custom tournaments
- **Live score calculation:** Integration of match score data providers to trigger Live score calculations.

- **Serverless parallelized score calculation:** Implemented a Fan-out - fan-in pattern using message queues and AWS Lambda to calculate huge amounts of user bets within seconds.

Applied technologies

AWS (Lambda, RDS, SNS, SQS, DynamoDB, CloudFront), Serverless Framework, NodeJS 8, Redis, Backbone, React/Redux, Slim3, Eloquent

Advent calendar

Top seller / lead generation focus / High traffic / >3M users

2010 / 2012 / 2015 / 2017

Flexible and easy to use top seller product. Customizable advent calendar containing quiz, lottery

- **Flexible Web-App:** Monthly Calendar, Quiz, Newsletter Double-Opt-In, Drag&Drop door positioning
- **Marketing Automation:** Daily personalized email reminder service, Serverless batch processing job
- **Caching:** HTTP-Cache, Backend-Cache and CDN reduce spike traffic on apache Webserver

Applied technologies

Backbone, Slim3, Serverless Framework, Eloquent

Voting app

Highly Interactive / Fraud detection / >0.5M users

2010 / 2013 / 2015 / 2017

Highly interactive multimedia voting app with several third party integrations.

- **Multimedia:** Photo, Video and Audio votings, YouTube/Vimeo, Flickr, S3, Facebook
- **Photo processing:** Branding, Color Grading, Sizing
- **Geo-Tagging:** Photo Google Maps, Markers
- **Caching:** HTTP- and Fullpage-Redis Caching
- **Fraud detection:** Network Analysis, Fingerprinting, Voting pattern detection, Mathematical model

Applied technologies

AWS (EC2, RDS, S3), Redis, React/Redux, Slim3, Eloquent