

Adrián Moreno Peña

Engineering Leader



VP-level engineering leader with 19 years scaling SaaS, fintech, e-commerce and mobile — most recently as VP of Technology at Worksome and VP of Engineering at SumUp (unicorn, ~3,000 FTE). Built and led multi-cultural distributed teams across Spain, the Netherlands and Denmark. Hands-on at exec level — 300+ incident responses across roles, agentic-development practice driven at Worksome — combined with strong business acumen and a record of breaking silos between engineering, product and go-to-market.

Work experience

- 2025-now** ● **Head of Engineering → VP of Technology Worksome**
Copenhagen, Denmark · Talent marketplace SaaS · Scale-up
VP of Technology reporting to the CTO. Lead a ~10-person Product, Engineering and Design team, aligning business, product and engineering execution so the company scales sustainably.
- Led the acquisition of the 2nd-largest enterprise account by ARR.
 - Contributed to the company's path to profitability — leaner team with capacity built on talent density and AI leverage, not headcount.
 - Drove the adoption of agentic development across Product & Engineering, lifting team throughput.
- 2021-25** ● **Engineering Manager → Director of Engineering → VP of Engineering, Tribe Lead SumUp**
Copenhagen, Denmark · Fintech SaaS · Unicorn, ~3,000 FTE
Grew through three levels of scope (EM → Director → VP) over four years, ending with P&L responsibility for the Invoices & Accounting tribe — ~30 FTE across 4 squads, delivering mobile and web experiences inside the SumUp SuperApp. In parallel led the global Incident Response process across Engineering, Risk, Compliance and Operations (~900 FTEs).
- Maintained yearly recurring SaaS revenue through a brand and platform migration, and introducing a new subscription plan.
 - Increased >20% MAU by introducing a new product line.
 - Reduced time required to coordinate incidents by >60%.
- 2019-21** ● **Technical Lead → Engineering Manager VanMoof**
Amsterdam, The Netherlands · Direct-to-Consumer e-bikes · Series-A/B scale-up
Insourced the e-commerce and subscription platform for a Direct-to-Consumer brand, integrating ERP, CRM and customer-facing portals across the vertically-integrated experience. Led and coached internal and external teams while structuring engineering through the hyper-growth phase.
- Improved CI/CD times for e-commerce by >50%, reducing downtime by >70%.
 - Led automated QA and code standardization efforts, lowering production defects by 30%.
- 2017-19** ● **Technical Lead Emakina.NL**
Amsterdam, The Netherlands · Digital agency · Salesforce ecosystem, ~250 FTE
Technical Lead on the agency's largest contract — an international e-commerce, CRM and service platform in the Salesforce ecosystem (SFCC, Service Cloud, Mulesoft). Oversaw enterprise architecture, accessibility, technical scoping and team coaching; partnered with Marketing on e-commerce KPIs and ad spend.
- Championed accessibility improvements, achieving WCAG 2.1 level AA compliance.
 - Integrated with PIM and DAM systems, lowering time to market new campaigns.
- 2015-17** ● **CTO Pocket Media**
Amsterdam, The Netherlands · Mobile advertising agency · Startup, ~25 FTE
Led the technology org (~15 FTE) of a mobile advertising agency as part of the Management Team — defining strategy, product roadmap, hiring and execution. Delivered high-scale mobile and web platforms for targeted advertising and near-real-time big data reporting.
- Development of a new SaaS platform for Native advertisement (Android, iOS, web, Unity).
 - Operated in-house applications and games with thousands of DAU.
 - Performance improvement of +1000% (by re-platforming PHP → Golang).
- 2015** ● **Senior Mobile Applications Developer · The Mobile Company**
Amsterdam, The Netherlands · Mobile development agency for top tier Dutch apps
- 2011-15** ● **Co-Founder, Technical Lead · Zadia Software** · Santiago de Compostela, Spain · *Bootstrap software development studio*
- 2007-11** ● **Analyst Programmer · Bahia Software, Coremain** · Santiago de Compostela, Spain · *Regulated environment software development and consulting (public, banking, healthcare)*

Skills

Leadership

P&L ownership, Engineering strategy & roadmap, Org design, Stakeholder management, Hiring & talent density, Manager-of-managers leading, Incident response, Coaching & performance




Tech & methods

Agile / Scrum, DevOps, CI/CD, observability, AWS, serverless, cloud architecture, High-scalability web & API, Mobile (iOS, Android, BLE), Salesforce SFCC, Magento, Drupal, AI tooling & leverage

Domains

SaaS, Fintech, E-commerce (D2C, omnichannel), Mobile advertising, Subscription products, Agency & consulting

Information

Name	Adrián Moreno Peña
Nationality	Spanish
Languages	Spanish, Galician (native) English (full proficiency) Danish, Dutch, French, Portuguese (basic)
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Online	  

Education

Master in Projects Management

University of Santiago de Compostela

Project management and lead based on PMBOK. Final Master Project: Development and maintenance of a corporate web portal. Grade: 7.0 (Project), 7.0 (Studies).

Technical Engineering in Computer Systems

University of Santiago de Compostela

Specializations: Internet and Networking. Knowledge & skills: software analysis, software design, web design, software engineering, Law (applied to IT), network administration, calculus, algebra.

Courses & other

Team Leadership Program for Directors

The Performance Coach, November 2016

Experience in public speaking

Podcast guest, Toastmasters, Meetup/conference speaker

Management board member of sport clubs

Campo da Angustia football club, Amsterdam Triathlon and Cycling Club, /tri club denmark triathlon club