



R&D Engineer



- ▶ Development, Architecture, Team Leading, Strategy
- ▶ 20+ years international experience
- ▶ Life-long passion for programming
- ▶ Fast learner, good communication skills
- ▶ Experience in Startup bootstrapping
- ▶ Fluent English and Hebrew. French native

Publications

- ▶ in [php\[architect\]](#) Magazine (US)
- ▶ in [GNU/Linux Magazine](#) (France)

Experience

WalkMe (Tel Aviv) SOFTWARE ENGINEER 2020 – current

Apps Group – SDK Lead

- ▶ Create the SDK for cross-platform WalkMe solutions
- ▶ Implement a Marketplace for 3rd-Party Apps
- ▶ Lead and mentor

React Node TypeScript AWS Redis Postgres Docker CI / CD TDD

Squadded (Tel Aviv) CO-FOUNDER 2019

Social network dedicated to Fashion <https://squadded.co>

- ▶ Designed & Built from scratch
- ▶ Hired & manage Team of developers,
- ▶ Defined Budget, Roadmap, Security, Monitoring Procedures

Team Leading AWS Microservices MongoDB Redis

Hiro Media (Tel Aviv) ARCHITECT & LEAD DEVELOPER 2011 – 2017

Video Ad Server

- ▶ Migrated on-prem to Cloud, implemented CI/CD workflows
- ▶ Constructed BI infrastructure for the Data Scientists team
- ▶ Developed Real-Time Bidding algorithms & Dashboards

PHP Java MySQL Redshift Linux S3 Video Redis DevOps

Société Générale (Paris) DEV TEAM LEADER 2006 – 2009

Investment Banking (SGCIB)

- ▶ Architected several new Back-Office applications
- ▶ Lead projects and developed
- ▶ Recruited, trained and lead the local and offshore developers

Java Oracle jQuery Tomcat

DEVELOPER 1998 – 2002

- ▶ Softissimo (Paris, 2002)  
Electronic dictionaries and automated translation
- ▶ C2 Media (New York, 2000 – 2002)  
Printing company, very large formats
- ▶ Dalet Digital (Israel, 1998 – 2000)  
Solutions for Radio & TV broadcasting
- ▶ Société Générale (Paris, 1998)  
SGCIB Trading floor

SOFTWARE ENGINEER Wix (Tel Aviv) 2018 – 2020

Ecom (WixStores)

- ▶ Developed e-com & cross-verticals features
- ▶ Handled Pii & sensitive data processing
- ▶ Micro-services & Event-Driven

React Node Typescript TDD Event Source Kafka Docker Scala

CO-FOUNDER Developers.Institute (Tel Aviv) 2017-2019

New Coding Bootcamp Center <https://developers.institute>

- ▶ Created syllabuses & assessments
- ▶ Hired and lead a team of instructors
- ▶ Taught the first sessions to classes of students

PHP iOS JavaScript Android Java Teaching Swift

CTO Plenitech (Paris) 2009 – 2011

Consulting Services and R&D Management for SMBs

- ▶ Engineered and developed software (industry, logistics, ...)
- ▶ Recruited IT and R&D teams (incl. Offshore)
- ▶ Managed Risk and Continuity Plan, IT Budget and Strategy

SENIOR DEVELOPER FIS Insurance (Paris) 2002 – 2006

Software vendor for Insurance companies

- ▶ Ported the system from Windows/DCOM to Linux/MQ-Series.
- ▶ Developed Pre-Sale PoCs
- ▶ Lead the integration with CNP (large French insurance corp.)

C++ Oracle Linux Win32