

# Ignacio Alvarez

SENIOR ENGINEERING LEADER · PLATFORMS · AI · MARKETPLACE

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## Selected Impact

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- Led Eventbrite's monolith-to-microservices migration across 9 teams (24M+ orders/month ecosystem).
- Drove 30% YoY order growth at Eventbrite via 18 engagement experiments (email, push, share, follow) in 5 months.
- Scaled Ontruck Platform from 2 to 4 teams at 99.99% SLA through an end-to-end GCP migration.

## Experience

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### Engineering Manager

Docplanner

August 2025 – Present

Remote, Spain

- Hired to evolve the Innovation Lab into a product team; led NOA, an AI workflow toolkit (consultation scribe, patient-history summary, evidence-gathering assistant) adopted by ~17K doctors.
- Grew the org 6 → 12 across 3 tracks (platform / core product / PLG) with zero attrition; ran execution through track leads while defining the strategy adopted org-wide.
- Drove the prebuilt-templates initiative: doctor adoption 23% → 55% over 3 months, 81% satisfaction vs 53% on user-created.



### Senior Engineering Manager

Eventbrite

February 2022 – July 2025

Remote, Spain

#### Strategic and Cross-Team initiatives

- Led a 12-month rearchitecture of the marketplace ordering backbone (24M+ monthly orders) into distributed, fault-tolerant microservices, coordinating 9 teams off the monolith; enabled 10x deployment frequency and was the first to adopt the company's golden path standards.
- Drove a company-wide mobile application revamp and rebrand across 6 teams, establishing execution scope and operating model while ensuring a 99.97% crash-free React Native migration.
- Delivered >85% quarterly OKR completion across 3 engineering teams by aligning roadmaps with PM, Design, and Directors.

#### Product Growth and Key Initiatives

- Drove communication and engagement experiments across web and mobile apps, launching 18 tests in 5 months and boosting orders by 30% YoY through improved email, push, share, and follow features.
- Led development of the Follow Service, driving a 50% increase in monthly email volume (63M+), significantly improving organizer visibility and user engagement.
- Led a team of 6 to deliver the company's Social Graph, a greenfield initiative adopted by 1.5M users globally.

#### People Leadership and Culture

- Managed a rotating direct-report EM plus ongoing coaching to 3+ EMs and 2+ staff/principal ICs across the org.
- Drove 5 promotions, 3 internal transfers, and near-zero regrettable attrition through structured career development, with team engagement scores +0.9 above the company average.
- Led a company-wide mentorship program with 100+ active pairs, prioritizing inclusive, cross-cultural matching.
- Top 10 of ~190 by interview volume company-wide – conducted 71 interviews in 10 months during a 2023 high-growth phase, with continued targeted support (2+ interviews/month) through 2024 and 2025.



## Head of Engineering

Ontruck

July 2020 – February 2022

Madrid, Spain

- Owned the Platform organization – 4 teams across Platform, Data, and DevEx, leading through team leads; reported to the CTO with direct accountability for infrastructure budget and vendor contracts. Doubled team count (2 → 4) while sustaining >80% OKR completion across quarterly planning cycles.
- Defined 4 long-term platform strategy pillars aligned with product and data roadmaps, shaping quarterly investment priorities across the leadership team.
- Led the end-to-end GCP migration, from vendor selection and contract negotiation through execution, delivering a cost-efficient transition.
- Raised platform SLA to 99.99% and tripled service performance via reliability and observability initiatives across teams.
- Introduced a cross-team planning framework adopted org-wide, improving delivery alignment and visibility.
- Drove the org-wide microservices transition; the resulting toolkits were adopted engineering-wide.



## Engineering Lead

Ontruck

January 2019 – July 2020

Madrid, Spain

Scaled the Shipper engineering team through disciplined hiring (9 hires, zero attrition in 9 months) and drove cross-functional alignment with Marketing and Sales; delivered integrations enabling 5 new contracts and a 40% lift in first-time shipper acquisition.



## Team Leader Anti Piracy Services

Nagravision Iberica

September 2016 – January 2019

Madrid, Spain

Led the Madrid team of a global anti-piracy group, scaling from 2 to 7 engineers and improving takedown speed by 75% through microservices-based automation. Contributed to roadmap definition with 90% delivery success using SAFE.



## Lead Online Developer

Gameloft

December 2012 – August 2016

Madrid, Spain

Led online development for 7 cross-platform mobile games, introducing online features as a new focus area for the studio. Built a reusable Python library adopted by 3 studios and drove data insights that increased game revenue by 12% on average.

*Earlier roles (2011–2012):* Game Developer at Gameloft (C++, Android NDK); Solution Assistant at Everis (Oracle, PowerCenter, SAP Business Objects); Software Development Engineer at Altobridge (Python internal tools, Tralee, Ireland).

## Technical Skills

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<b>AI / ML Systems</b>	Claude, OpenAI, LLM orchestration, RAG, vector DBs, Whisper, AI agents
<b>Languages &amp; Frameworks</b>	Python, C#/ .NET, Java, TypeScript, SQL, React Native, Node.js
<b>Platform and Cloud</b>	GCP, AWS, Kubernetes, Docker, Terraform, microservices, event-driven, CI/CD
<b>Data and Observability</b>	PostgreSQL, Redis, Datadog, Grafana, Sentry

## Education

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### BSc Computer Engineering

2006 – 2011

University of León — year at University of Vermont (USA); dual BSc with IT Tralee (Ireland)

Spain

**Leadership development** — INSEAD (Emerging Leaders in a Digital Age, 2018); Dale Carnegie (Effective Communications, 2021); Beter Manager (360° + Coaching, 2024).