

# Ignacio Alvarez

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## Selected Impact

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- Led Eventbrite's post-monolith platform transition across 9 teams (24M+ orders/month ecosystem).
- Drove 30% YoY order growth at Eventbrite via 18 cross-channel engagement experiments in 5 months.
- Scaled Ontruck Platform from 2 to 4 teams at 99.99% SLA through a full end-to-end GCP migration.

## Experience

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### Engineering Manager

Docplanner

August 2025 – April 2026

Remote, Spain

- Hired to evolve the Innovation Lab into a product team; led NOA, the company's AI product toolkit (consultation scribe, patient-history summary, evidence-gathering assistant) used by ~17K active doctors.
- Grew the team 6 → 12 with zero attrition; defined a 3-track strategy (platform / core product / PLG) adopted by the org.
- Drove the prebuilt-templates initiative: doctor adoption 23% → 55% MoM, 81% satisfaction vs 53% on user-created.
- Shipped a Chrome Extension MVP (1,450 installs) and stabilised the platform by resolving ~44 bugs across row-locking, DB contention, and voice-to-text silence issues.
- Introduced sprint cadence, a Guardian role for Operational Excellence, and team-wide Ways of Working.



### Senior Engineering Manager

Eventbrite

February 2022 – July 2025

Remote, Spain

#### Strategic and Cross-Team initiatives

- Led a 12-month rearchitecture of the ordering ecosystem (24M+ monthly orders), coordinating 9 teams to migrate from a monolith to microservices; 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.
- Aligned strategic OKRs across 3 engineering teams and cross-functional partners (PM, Design, Directors), improving roadmap delivery consistency and enabling >85% completion of quarterly goals.

#### 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

- 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.
- Ranked in the top 10 interviewers (out of ~190), contributing to company-wide talent acquisition by conducting 71 interviews in 10 months during a high-growth phase in 2023, with continued targeted support (2+ interviews/month) in 2024 and 2025.



## Head of Engineering

Ontruck

July 2020 – February 2022

Madrid, Spain

Reported to the CTO; owned the Platform organization – **4 teams** across Platform, Data, and DevEx – with direct accountability for infrastructure budget and vendor contracts.

- Doubled the Platform organization (2 → 4 teams) 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.
- Owned the end-to-end GCP migration – requirements, contracts, and provider relationships – delivering a smooth, cost-efficient transition.
- Raised platform SLA to 99.99% and tripled service performance via reliability and observability initiatives across teams.
- Introduced the cross-team planning framework adopted across Engineering, improving delivery alignment and execution visibility at the leadership level.
- Drove the org-wide microservices transition, codifying best practices and toolkits adopted engineering-wide.



## Engineering Lead

Ontruck

January 2019 – July 2020

Madrid, Spain

Led the engineering team for the Shipper experience, scaling it to high performance through team routines and hiring practices, resulting in 9 hires with zero attrition in 9 months. Accountable for technical alignment with Marketing, Sales, and client needs, I delivered key integrations enabling 5 new contracts and contributed to a 40% increase in first-time shipper acquisition through funnel optimization and onboarding improvements.



## 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.



## Game Developer

Gameloft

June 2012 – November 2012

Madrid, Spain

Built social features and cross-platform tools (C++, Android NDK) for mobile game clients.



## Solution Assistant

Everis

September 2011 – May 2012

Madrid, Spain

Designed ETL workflows and business reports using Oracle, PowerCenter, and SAP Business Objects.



## Software Development Engineer

Altobridge Limited

February 2011 – July 2011

Tralee, Kerry, Ireland

Developed internal tools and web apps in Python to support issue tracking and product testing.

## Technical Skills

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### AI / ML Systems

LLM orchestration, RAG, speech-to-text pipelines, AI agent workflows

### Platform and Cloud

GCP, AWS, Kubernetes, Terraform, microservices, event-driven systems

### Data and Observability

PostgreSQL, Redis, Datadog, Grafana, Sentry