Brian Snijders

Senior Technical Lead

I am an experienced technical lead, bringing in 20 years of experience in software engineering, technical consultancy and people & team performance coaching. Motivated by a passion for people and a passion for creative change, I thrive in complex continuous change environments to make impact.
With simplicity and resolution in mind as two of my professional values, I'm continuously developing people, process and products around me. Using a constructive and empathic negotiation style in contact with my peers and stakeholders.

Contact

⊙ Rotterdam, The Netherlands
💬 🇳🇱 | 🇬🇧 🇫🇷 🇩🇪

📞 +31 6 4554 0083
@ brian@snijders.online
in briansnijders
🌐 https://brian.snijders.online

Education

Delft University of Technology
MSc. Computer Science (2007)

Expertise

- Backend Development
- Integration Development
- CI/CD/DevSecOps
- Platform Engineering
- Replatforming & Migration
- Bloomreach Specialist
- Leadership
- Coaching & Mentoring

Recent experience

KVK - DXP Cloud Migration
2022 - present | Technical Lead + Backend Developer

Replatformed the DXP platform of the Dutch Chamber of Commerce (KVK) from an on-premise headfull Tridion CMS to cloud-based headless Bloomreach DXP stack with a NextJS renderhead.

Agile · Apache Tomcat · Bloomreach XM 13+ · Java 11+ · Spring Framework · Spring Security · HTML · CSS · JavaScript · NodeJS · NextJS · React · GitLab · Docker · SonarQube · REST · Apache Camel · Azure AD

ANWB - DXP Cloud Migration
2019 - 2022 | Technical Lead + Backend Developer

Migrated anwb.nl from an on-premise Bloomreach DXP stack to a cloud-based Bloomreach DXP stack. Reducing outage risk with a phased migration approach with zero downtime.

Agile · Apache Tomcat · Domain Driven Design · Bloomreach XM 12+ · Java 11+ · Spring Boot · Spring Framework · Spring Security · OpenID Connect · Elastic · GitLab · SonarQube · Ansible · Docker · SQL · HTML · CSS · JavaScript · NodeJS · NextJS · React · API Management · Apache Camel · REST · JIRA · Azure AD

Doofer - Doofer
2019 - 2021 | Co-founder

Co-founded a startup to improve sports and stadium digital experience, enabling digital services for stadium visitors such as on-the-spot food and beverage delivery and point-of-sale order management.

Agile · Google Cloud Platform · Firebase · Microservices · Ionic Framework 5+ · Java 8+ · Spring Boot · GitLab · Docker · HTML · CSS · JavaScript · NodeJS · React · TypeScript · REST

Sanquin - Sanquin Donorplatform
2018 | Technical Lead + Backend Developer

Realised a new online platform to increase donor subscriptions for blood and plasma donation, automating a complex subscription process in a user-friendly and accesible way.

Agile · Apache Tomcat · Bloomreach XM 10 · Java 8+ · Spring · HTML · CSS · JavaScript · NodeJS · GitLab · REST

Experience

KVK - DXP Cloud Migration

2022 - present | Technical Lead + Backend Developer

Replatformed the DXP platform of the Dutch Chamber of Commerce (KVK) from an on-premise headfull Tridion CMS to cloud-based headless Bloomreach DXP stack with a NextJS renderhead. Using a big bang strategy without down time.

- Built a brand new DXP platform serving 2.100.000 entrepreneurs in The Netherlands
- Increased editorial efficiency by 200% by implementing a qualitative editor-first editorial interface
- Provided technical leadership and mentorship to 20+ people on a daily basis

Agile · Apache Tomcat · Bloomreach XM 13+ · Java 11+ · Spring Framework · Spring Security · HTML · CSS · JavaScript · NodeJS · NextJS · React · GitLab · Docker · SonarQube · REST · Apache Camel · Azure AD · Scrum · Maven · Cucumber · Cypress · Jest · Octopus Deploy · Git · MkDocs · Trivy · JIRA · Confluence · PowerShell · Swagger

ANWB - DXP Cloud Migration

2019 - 2022 | Technical Lead + Backend Developer

Migrated anwb.nl from an on-premise Bloomreach DXP stack to a cloud-based Bloomreach DXP stack. Reducing outage risk with a phased migration approach with zero downtime.

- Maintained the DXP platform serving 500.000 requests per month, providing services to 5.000.000 members
- Architected and implemented 10+ integrations to external systems using the C4 model and Domain Driven Design
- Onboarded 30+ frontend applications maintained by 10 peer teams
- Provided technical leadership and mentorship to 20+ people on a daily basis using individual coaching
- Advised and guided up to 30+ stakeholders in delivering their (business) value using Agile methodologies
- Aided senior management on tactical and strategical level by providing them with expert technical consultancy

Agile · Apache Tomcat · Domain Driven Design · Bloomreach XM 12+ · Java 11+ · Spring Boot · Spring Framework · Spring Security · OpenID Connect · Elastic · GitLab · SonarQube · Ansible · Docker · SQL · HTML · CSS · JavaScript · NodeJS · NextJS · React · API Management · Apache Camel · REST · JIRA · Azure AD · Scrum · C4 · Maven · Pac4J · Git · MkDocs · Talend OpenStudio · PostgreSQL · Apigee · Swagger · Trivy · Snyk · JIRA · Confluence

Doofer - Doofer

2019 - 2021 | Co-founder

Entrepreneurial project to improve sports and stadium experience by offering personalised digital experiences (mobile app with fully cloud native backend) for stadium visitors such as on-the-spot food and beverage delivery and point-of-sale order management.

- Realised prototype mobile app and point of sale app in under 6 weeks
- Conducted successful trial runs on 3 matches at FC Groningen , a large soccer club in The Netherlands
- Served 300 hourly transactions on average, serving 5000 people in total

Agile · Google Cloud Platform · Firebase · Microservices · Ionic Framework 5+ · Java 8+ · Spring Boot · GitLab · Docker · HTML · CSS · JavaScript · NodeJS · React · TypeScript · REST · Kanban · Maven · Git · MkDocs · JIRA · Confluence

Yielder - Yielder Farmer Information Platform

2018 - 2019 | Backend Developer

Architected and engineered a cloud native messaging infrastructure for the Yielder app in close coordination with Incentro its African branch office. My messaging infrastructure allowed Yielder users (farmers in Africa) to be notified through push messages and send messages to each other. During this project I've coached and improved the remote development team in Kenya.

- Built prototype within one month , ready for integration in the mobile app
- Mentored 4 junior colleagues towards medior level over a period of three months
- Transfered operational maintenance to the remote team, allowing them to maintain the infrastructure themselves

Agile · API Management · Google Cloud Platform · Bitbucket Pipelines · Firebase · Microservices · Java 8+ · NodeJS · GitLab · REST · Scrum · Maven · Git · JIRA · Confluence

Sanquin - Sanquin Donorplatform

2018 | Technical Lead + Backend Developer

Realised a new online platform to increase donor subscriptions for blood and plasma donation, automating a complex subscription process in a user-friendly and accesible way. Looking back, the increased donor conversion through this platform anticipated on Covid-19, where research on blood donations has been conducted by Sanquin to aid the research of a cure and/or vaccine by analysing antibodies.

- Built within 24 days from scratch to go-live in production
- Provided technical leadership and mentorship to 5 people on a daily basis
- Delivered a high impact platform, achieving 1700 subscriptions in the first week after launch
- Quality-first software delivery with 0 days of technical debt as measured by SonarQube
- First production grade project in Bloomreach it's customer base to be deployed on Bloomreach Cloud

Agile · Apache Tomcat · Bloomreach XM 10 · Java 8+ · Spring · HTML · CSS · JavaScript · NodeJS · GitLab · REST · Scrum · Maven · Python · Git · JIRA · Confluence

ANWB - DXP Upgrade

2016 - 2017 | Technical Lead + Backend Developer

Upgraded the DXP platform of anwb.nl to the most recent version of Bloomreach. My Bloomreach expertise was required, since the platform was in an unupgradeable state back then and nearing end-of-life support.

- Provided technical leadership and mentorship to 5 people on a daily basis
- Reduced technical debt from 50+ days to (at most) 1 day by enforcing a refactor strategy with SonarQube
- Increased reliability back to 99.8% by analysing and refactoring memory leaks and severe bugs causing outages
- Upgraded Bloomreach DXP 7.7 (EOL) implementation to Bloomreach 11 (GA) by refactoring legacy code

Agile · Apache Tomcat · Bloomreach XM 7.7+ · SQL · Java · Spring Framework · Spring Security · Jenkins · SonarQube · HTML · CSS · JavaScript · API Management · REST · Scrum · Maven · Git · PostgreSQL · FreeMarker · JIRA · Confluence

Employment

The Future Partners
2022 - present | Partner

The Future Partners is an entrepreneurial partnership of independent freelance entrepreneurs. As a collective we share knowledge, our network and our fun in doing business as freelancers. Providing and getting coaching to help us become better in our job and in our entrepreneurship.

- Bloomreach Ambassador
- Entrepreneurial Training Programme

ANWB
2019 - 2022 | Technical Lead & DXP Solution Architect

Working in our DXP platform team, I've migrated the on-premise Bloomreach DXP platform to the cloud, introduced and improved DXP governance and implemented technical debt reduction strategies (reducing 50+ days to, at most, 1 day). I've laid down and governed architectural guidelines on scalability, robustness and flexibility of the DXP platform. Doing so, I've managed 25+ stakeholders from a technical point-of-view, I've provided hard and soft skill coaching to colleagues and I've acted as a senior advisory member to senior management on various topics.

Incentro
2016 - 2019 | Managing Consultant Online

As principal consultant in the DXP portfolio, I've provided consultancy and development services to various clients. Using my expert knowledge on DXP related challenges in delivery, sales and implementation, I've strengthened Incentro its DXP proposition in becoming a leader on DXP in The Netherlands. As a managing consultant I've taken part in laying the foundation of self-managed autonomous teams in our branch office in Rotterdam. Standing at the cradle of one of our first high performance teams.

- Spearheaded self-management implementation with 45 consultants
- Nominated for Managing Director of our Rotterdam office
- Reached first place on Great Place To Work for consecutive years
- Awarded with Incentro for Bloomreach EMEA Partner of the Year
- Awarded Bloomreach Most Valuable Professional 2017

- Certified Contentful Developer (2018)
- Completed Insights Discovery training
- Completed interpersonal coaching programme

Finalist

2010 - 2016 | Senior Software Engineer

As a senior software engineer, I've worked for several clients varying in complexity and size.

- Outlined solution architectures for our DXP and web projects
- Worked on 30+ large DXP and web projects
- Pitched 20+ tenders and sales cycles, aiding sales and marketing with my in depth technical knowledge
- Spearheaded DXP competence team of 15 people by mentoring them on hard skills and soft skills

☑ Certified Bloomreach Developer (2010)

H&P Management Consultancy & Training

2007 - 2010 | Medior Software Engineer

After graduating in 2007, I've stayed at H&P to start my career as a software engineer. My graduation project entailed the development of a subsidy grant tracking platform for institutions and townships.

- Developed my graduation project into a production-grade operational product at 3 clients
- Joined a larger development team of 3 developers, developing project management software delivered to 10 clients
- Seconded various times as a systems designer and software engineer to various clients, taking my first steps in consultancy.