

# [ Profile : Fredrik Rubensson ]

## Data

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## Summary

With 25+ years in software development, Fredrik has witnessed various organizations that use software to achieve their business goals. Fredrik brings creativity, an overview perspective of the target organization's overall landscape, and effective listening skills to deliver a product that satisfies both software users and stakeholders. He enjoys working with systems already in production and believes in a holistic view of the business, where software is a critical component. He loves to see data driven organizations that use data to make informed decisions about the business. While having extensive technical expertise, he now appreciates that his teamwork qualities are the most valuable to his clients.

Outside of work, Fredrik has two adult children living in Tyresö and Glasgow. He cultivates numerous hobbies such as music (playing hammond in the band Autorotor), travel, food, art, and reading. His broad interests further strengthen his profile as a generalist.

## Work experience

Fredrik began his professional career with several years in elderly care, where he learned to navigate intricate situations and connect with people. After receiving technical education at KTH in computer science, he transitioned to the software industry. Three years at Industri-Matematik eventually led to the founding of Memphis Consulting AB alongside three colleagues. A brief period of freelancing followed before joining Mogul in December 2004. In January 2006, he returned to entrepreneurship. In 2017, he decided to explore something new and joined Go See Talents as a partner and senior consultant. Two years later, he took on a permanent position at Funnel, marking a journey spanning over four years. Below is a review of his workplaces in reverse chronological order.

## **Funnel (November 2019 - Januari 2024)**

Funnel is the role model of data driven companies helping customers make use of their marketing efforts as well as relying heavily on data to make important internal business decisions.

**Developer and coach:** initially worked as a developer and coach in an integration team focused on CRM and mail platforms opening up a new kind of data for the Funnel platform. Backend work with Python targeting an AWS deployment. BigQuery and Looker for making sense of data.

**Deputy CTO:** in the final year, part of the leadership team and overseeing 4-5 teams with around 20 employees in total.

Also involved in building Funnel's tech blog and contributed to employer and employee branding, including organizing an internal conference for the development department.

## **Go See Talents - Partner and consultant (November 2017 - September 2019)**

At Go See Talents, Fredrik was part of the management team leading the company. His primary focus was on mentoring employees and was heavily involved in recruitment. However, he primarily served as a consultant for the following clients:

At iZettle, he played the role of mentor and backend developer in a cross-functional team dedicated to the systems around corporate financing. This was mainly developed using Java and DropWizard on top of Postgres, with a hybrid methods approach combining Scrum and Kanban.

**Open Payments Europe**, an exciting fintech startup, saw Fredrik taking on the role of development lead for the engineering team. His work was mostly in adapting the agile process but also a bit of development using Gatsby, React, and C#.

## **Eldfluga (Januari 2006 – November 2017)**

As an independent freelance consultant, he undertook assignments for various organizations, including Skatteverket, Saab (defense industry), Paxport, Hemnet, Flatwallet, SmartBear, Truecaller, Chorus, Nyx, Proactive Health, and Eniro, along with some inspiring personal projects. For some time he also served as a teacher on topics like web technology and Java organized by the consultancy Init (nowadays Biolit).

At **Skatteverket**, he was either a system developer or a system architect in several cross-functional projects, contributing to the development of internal

administration tools. He also was the system architect for Skatteverket's part of the portal [verksam.se](http://verksam.se).

For **Saab**, there was this project to introduce "continuous integration," providing a mix of support to projects and teams in the organization and some development of the tool chain supporting this..

At **Paxport**, a small company, the tasks varied widely, from investigations and business intelligence with Ruby to creating a web client-heavy dashboard for the TV in the kitchen. He also worked on developing the new generation webshop for the charter market.

At **Hemnet**, he had the privilege of being a full-stack developer in a highly skilled team, building support for their new payment model using Ruby on Rails.

For **Flatwallet**, a solution for customer cards and mobile payments, a team of one built a back office with Go.

**SmartBear** sought assistance in developing version 5.0 of the SoapUI test tool, a leader in testing web services. It was built with Java Swing and lots of pair programming in a Scrum context.

At **Truecaller**, a hot startup, he worked on their new backend built with Dropwizard and Java.

**Chorus** involved building solutions for Stockholms Landsting with a mix of Spring, Groovy on Grails, and Angular.js. He worked here as a full-stack developer.

At **Nyx**, the focus was on a gaming platform built with J2EE, with some parts in Ruby, mostly involving backend development.

A rewarding assignment at **Proactive Health** involved various health-oriented solutions built on Ruby on Rails within a small, highly productive team, handling everything from specifications and testing to production deployment.

Finally, a longer assignment at **Eniro** that primarily involved backend development of services updating the main search index. Old systems were maintained in Java/Spring, with new development in Go. Some frontend work in Elm was done for an internal administration tool. Several large databases like OracleDB, MongoDB and Scylla and some interesting "big data" problems.

## **Mogul (December 2004 - Februari 2006)**

From December to August, Fredrik worked as a backend developer on a large and crucial project for the customer ICC in England. Following that, he moved on to being a full-stack developer in a two-person project for Entercard, which went live in December 2005. In both cases, various flavors of Java were utilized.

## Eldfluga (Juni 2003 – November 2004)

After leaving Memphis in April 2003, Fredrik founded the consulting firm Eldfluga. During this time, he continued working as a consultant at Skatteverket, focusing on the development and delivery of a new system for excise duties.

## Memphis Consulting AB (Juli 2000 – Maj 2003)

The consulting company Memphis was founded by four employees from Industri-Matematik AB. The company has assisted large organizations with quality work in various forms. Fredrik was a founder, co-owner, and consultant in the company. During his time at Memphis, he primarily worked for a major client – Riksskatteverket (the Swedish National Tax Agency). He played various roles in prioritized projects, balancing more hands-on tasks such as system development and integration with overarching responsibilities as a technical project manager and system architect.

## Industri-Matematik AB (April 1997 – Juni 2000)

At Industri-Matematik, Fredrik was responsible for developing and maintaining tools to translate the company's main product into different natural languages. A small team of two that tried out parts of eXtreme Programming and with this the first attempts at Test Driven Development.

## Stockholm Municipality, elderly care (1990 - 1995)

Several years working in elderly care (home service) in Stockholm Municipality while studying. Mostly part-time but some periods full-time also..

## Technical profile

### Programming languages

- Java
- Python
- Ruby
- Go
- JavaScript
- HTML
- CSS

### Frameworks (examples)

- Spring (boot)
- DropWizard
- Sinatra
- Ruby on Rails
- React JS

### Methodology

- Agile development
  - XP
  - Scrum
  - Kanban
  - Lean
- Test Driven Development
- Cross functional teams
- Leadership - including responsibility for personnel

### Version control systems

- Git
- Subversion

- Struts

#### Storage (examples)

- PostgreSQL
- MariaDB
- MongoDB
- Redis
- S3
- Oracle
- Scylla
- BigQuery

#### ORM (examples)

- ActiveRecord
- Hibernate
- Sequel

#### Messaging solutions (examples)

- ActiveMQ
- NATS

#### Communication protocols

- HTTP
- SOAP
- GraphQL

#### Secondary programming languages

- Clojure
- Elixir
- TypeScript

#### Build related tools

- Maven
- Ant
- AWS CodeBuild
- Jenkins

#### Generators of static sites

- Nanoc
- Hugo
- Gatsby

#### Other tools (examples)

- Looker
- Grafana
- JIRA
- Github
- Bitbucket
- Miro
- AWS CloudWatch
- Mezmo / LogDNA
- Splunk
- JBoss

#### Cloud

- AWS
- Openshift
- Azure (less experience)
- GPC (less experience)

## Education

Some educational efforts of the past:

- [1994 – 1997] Unfinished civil engineering studies in computer science at the Royal Institute of Technology.
- [1987 – 1990] 3-year natural science program at Rudbeck's Gymnasium (high school) in Sollentuna.