Loïc DIAS DA SILVA

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PRINCIPAL PLATFORM ARCHITECT
CHIEF TECHNOLOGY OFFICER
WEB & SERVICES PLATFORMS ENGINEER

Currently working as **Chief Technology Officer & VP Engineering** within **Viadeo,** I'm managing up to fifty (50) engineers responsible for product development, software & platform architecture, security, infrastructure engineering and data management.

I am always interested by **new experiences** which involves **deep team collaboration**, open-source, fresh technology and product challenges. I am deeply passionate about **code hacking**, especially with like-minded individuals, when working on software which offers real value to users. I am a web addict since its early inception and I am fascinated by its future and its overall perspectives.

My aim is to contribute **positively and ethically** towards ensuring that it continues to benefit our global society both now and for **future generations**, as a father for more than ten years now I see it as a fundamental part of my daily philosophy.

Work summary

Chief Technology Officer & VP Engineering (50p) - Viadeo - **January 2016-Present**
> *Sample projects : AWS migration, Full IT reorganisation, Data pipeline strategy*

Head of architecture (5-8p) - Viadeo - **2012-2016**
> *Sample projects : Full technical stack reboot, Innovative CQRS platform (internal fmwk), Early Big Data ecosystem, CRM platform*
> *Technologies : GNU/Linux, Git, Gradle, Java, Scala, Ruby on rails, Spark, Node.JS, Jenkins, Nginx, Jetty, Liquibase,*
> *MySQL, SolR, ElasticSearch, Vagrant, Docker, Graphite, Hadoop, Snowplow, Intellij IDEA*
> *SAAS tools: CircleCI, GitHub, Quay.io, Salesforce Marketing Cloud (ExactTarget), Datadog, Heroku,*
> *AWS (ECS, EMR, BeanStalk, DynamoDB, SQS, Lambda), Localytics*

Chief API engineer (5p) - Viadeo - **2011-2012**
> *Sample projects : Agile team setup, Viadeo Graph API, External hackdays, Early Node.JS MVC framework, Auto-documentation engine*
> *Technologies : GNU/Linux, SVN, Java, Maven, Tomcat, Apache, SolR, MySQL, Eclipse*

Technical project manager (3p), **Software architect, Product Owner** - France Telecom Group (Orange Music) - **2009-2011**
> *Sample projects : Semantic Web REST API, Apache Lucene adapter, Orange Music Store mobile app, Business Intelligence setup*
> *Sample suppliers : Musiwave (Microsoft), France Telecom R&D, MicroStrategy*
> *Technologies : GNU/Linux, Python, Java/Maven, Apache, RDF/OWL, Tomcat, J2ME, Androïd, MicroStrategy, OpenRDF Sesame, Lucene*

Integration team manager (6-10p) - Orange Corporate - MDSP (Multimedia Data Shared Platforms) - **2006-2009**
> *Sample projects : Platforms migration, Test & Packaging policy, Software integration workflow, Configuration mgt tool development*
> *Sample suppliers : I.B.M, CapGemini, Atos*
> *Technologies : GNU/Linux, WebSphere, Python, Bourne Shell, J2EE, Oracle, SOA, Tomcat, Maven*

Technical team leader (3p) - Datavance - mission France Telecom (alapage.com) - **2004-2006**
> *Sample projects : High-Tech catalog impl, design & development of white label baskets and suppliers mgt subsystem*
> *Technologies : GNU/Linux, AS-400, CVS, PHP5, Perl, XML, SOAP, REST, MySQL, DB2*

Selected accomplishments

I achieved as CTO, with the Operations team leader and all involved engineering teams, the **full migration of our on-premise infrastructure** (> 200 servers) to the **Amazon Web Services cloud** from costs evaluation to executive decision, technical architectural choices and necessary software transformations, with costs efficiency in mind during the whole process.

I setup a **new data project team** within Viadeo in order to create a homogeneous, complete, an easy to use/extend **data strategy and technical ecosystem** within a clear pipeline from data gathering into a **data lake** (Flume, Snowplow, S3) and organisation (**data warehouse**) to manipulation/enrichment (internal framework based on **Scala/Spark**) and consumption (**datamarts**

generation, update and transfer), **on batch and stream modes**.

From the **tender bid** to the **technical integration**, in a close relation with the **CRM marketing director**, I setted up, followed and largely implemented a **new CRM subsystem** for Viadeo, composed of the data management, the internal stack key components changes, the configuration of **Salesforce Marketing Cloud** and the creation of dedicated back offices and analytics/monitoring original solutions, taking in charge an important part of the long and painful migration of the legacy emailing subsystem

I conceived as Head of architecture for Viadeo, with all the team, a **new original and innovative platform architecture based on CQRS, Event-sourcing and DDD paradigms** : hierarchical assessment for a huge technical migration, specification, proofs of concept, internal framework initialisation and validation, teams training/evaluation and migration management of the code and data (**8M€ invested on two years**). I setted up a new **data platform** mainly used for BI and live service indexes creation built on top of an **Hadoop** cluster (> 30 nodes) and two large **RedShift** clusters. I also managed the migration of all the legacy log system into a **new modern log infrastructure** (flume/SnowPlow/Kibana/ElasticSearch/HDFS).

I conceived and drove the implementation of a **full continuous integration and rollout process** for Viadeo with an heavily tooled ecosystem based on SVN, Hudson, Maven, Ant, Liquibase and Python : branch management for many development teams, merge tools, packaging, build promotion and deployment process and tools. Then later managed the migration of this stack to **Git/Jenkins/CircleCI/Docker**.

Hiring and setup of the Viadeo API team, with **agile methodology**. Full re-engineering of the core Graph API engine. I developed the usage of the Viadeo API by partners and internal applications, Technical support to users and partnerships team, set up of an original house-made automated API documentation engine. Development of an innovative Viadeo-specific **Node.JS MVC framework** for easy use of the Graph API by the API partners dashboard, a widgets infrastructure, the mobile web application, and the mobile applications middle-end.

Design of an Orange Music dedicated **RDFS/OWL music ontology**, autonomous building (software, system, integration, infrastructure) of the **Orange Music API** exposed to various partners, development of an original Apache Lucene adapter for full-text search capabilities on OpenRDF Sesame (semantic web technologies).

Product owner (Scrum) of the **Orange Music Store mobile application** (J2ME, Androïd). Main designer and software developer of the Androïd version. Software architect for the "Orange & Moi" (customer care) Androïd application.

I designed and set up the **technical packaging and deployment policy** for **all Orange mobile platforms** (> 1500 servers), with suppliers support, internal staff training. Design, development, maintenance and documentation of the dedicated toolbox. Coherency insurance and update management of the **global configuration and deployment repository**, transversal coordination of the workgroup responsible for this central repository lifecycle for the whole Orange group. I also managed a huge **platforms migration project** from Orange corporate to France Telecom group.

Languages

French native, English (technical, fluent), Spanish (basic level)

Education

2007-2008	Specialized Master at **ISEP** [Institut Supérieur d'Electronique de Paris] (**valedictorian**). Value Added Media Operational Services (VAMOS) - Thesis on social networks, web 2.0, data portability and semantic web following a four months internship at Orange Labs *(Mentor: Dominique Cardon)*
1999-2003	**EPITA** South Paris cycle *(4 y/5)*. **Systems, Networks & Security**
1999	College Degree Sciences (Baccalauréat S) - *Industrial Technologies option - Etampes (91)*

Personal interests

Aïkido, Handball, Running - Web/Mobile/Software/System development, Lean - Traveling