SEBASTIAN WASCHNICK

Professional geek, tech lead and product builder

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PROFESSIONAL ROLES

Chief Architect
ÜberseeHub GmbH | Freelance // since Mar 2023
Within the Sparkasse Bremen's FinTech subsidiary, I spearheaded the development of new products in the realm of real estate finance and successfully launched various FinTech products.

Host & Producer
TheInnovationEngineer Podcast // since May 2022
Production and release of a video podcast for tech enthusiast.

Principal Engineer & Tech Lead
bitly GmbH | Freelance // Jan 2021 - Dec 2022
Transforming and scaling qr-code-generator.com from a ten year old monolithic legacy application with one engineering team to handle multiple millions of users. Supported the due diligence for qr-code-generator.com's acquisition and integration into bitly.

Mentor
The Mentoring Club // since Jan 2021
Mentoring and consulting for startups and young professionals.

Principal Engineer
Bertelsmann SE | Now GmbH // Mar 2020 - Dec 2020
Building next-level media products and driving a new digital future within Germanys' biggest content producer. Working on media aggregation, recommendation and premium content over all media types, across all brands from Bertelsmann.

Chief Technology Officer
Axel Springer Ideas Engineering // Jul 2018 - Feb 2020
Leading the innovation hub of Axel Springer together with the managing director with multiple teams. Driving initiatives to transform the whole enterprise into a tech company.

Mentor & ambassador
apx accelerator // Aug 2019 - Dec 2020
Mentoring and consulting for startups.

Engineer / Consultant / Evangelist
Axel Springer Ideas Engineering // Oct 2014 - Jun 2018
Development and conception of various products and projects across multiple business units and brands. Inhouse consulting..

Engineer / Project Lead / Team Lead
IVU Traffic Technologies AG // Jun 2011 - Sep 2014
Lead developer, technical project lead and team lead for multiple projects. Development of various projects, consulting, working with different public departments and governments.

Working student & graduand
SIEMENS AG // Feb 2008 - Oct 2010
Software development on-site at a mining site, installation of data centers, working on process control for excavators

Master of Engineering
Hochschule Anhalt // Oct 2005 - Nov 2010
Electrical Engineering, focus on embedded software, programmable logic controllers and hardware development.

PERSONAL STATEMENT

I choose to be a software engineer and lean start-up practitioner. I believe in pragmatism, open communication and data. My preferred setup is "loosely coupled but highly aligned".

Within a team I take the role of facilitator and driver. I favor structured over volatile, passion over casualness, trust over control. With a high sense of ownership, proven leadership capabilities and a strong desire to ship value to customers, I'm a highly motivated individual.

On my desk you will find Daniel Pink's 'Drive', Juergen Apello's 'Management 3.0' and Eric Ries's 'The Lean Startup'. And a mechanical keyboard and lot's of hardware to tinker around with.

I enjoy architecting and creating cutting-edge products and I surround myself with inspired, innovative and positive people so that I can grow with them and achieve epic stuff.

KEY SKILLS

I am experienced in every aspect of developing new digital products from scratch. I have a strong technical background, profound business knowledge and I've been called a great and inspiring leader.

- Software engineering & architecture
- Product development & innovation
- Talent acquisition & employer branding
- Servant Leadership & Radical Candor
- Coaching & mentoring

NOTEWORTHY ACTIVITIES

- **Member of the Chaos Computer Club**
  Active participation of CCC events
- **Member of Hackerstolz e.V.**
  Organisation of Hackathons & events
- **SparkCanvas Meetup**
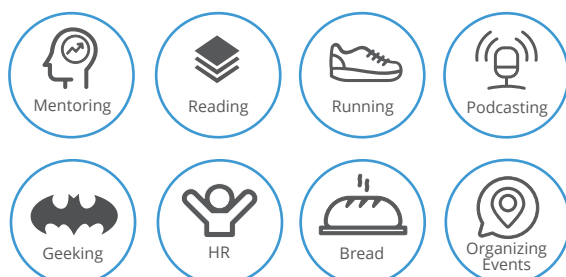 Organizer & workshop facilitator

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NOTEWORTHY PROJECTS

- **Audicon Cloud**
  Consulting for the cloud migration of the leading financial audit software, which is a Windows desktop software with big data requirements.

- **qr-code-generator.com**
  Getting a highly profitable platform to modern tech standards. Responsible for scaling and developing qr-code-generator.com. Supporting the aquistion through Bitly.

- **qrcode-monkey.com**
  Scaling, improving and upgrading Europe's second most successful QR Code platform after it's acquisition.

- **Bertelsmann NOW platform**
  Building a unified content platform with search, recommendation and catalog across all brands and media types from Bertelsmann.

- **Axel Springer group-wide Opt-In Layer**
  As part of the IAB creating an international ad standard for collecting consent and an open source implementation.

- **idealo price alerts**
  Central price alert backend, including REST-API and Back-office tooling. Processing over 200 millions price changes per day and finding customers, whose price alerts should be triggered.

- **Axel Springer Premium Content Platform**
  The central ecosystems for selling digital products for Axel Springer, including single sign-on server, checkout, payment service provider, customer self care, call center and integration of other providers.

- **ADAC-Postbus.de**
  One of Germanys former intercity bus companies. Technical project lead and lead developer, includes webshop, booking system (incl. dynamic yielding), Android apps for the drivers, customer self care service and customer support tools.

- **IVU.elect**
  Software supporting every aspect of elections for the german market. Various web-based tools, for example for finding voluntary helpers, creating and printing documents and counting votes. Also inludes direct onsite support on the election days.

- **WAS.Connect**
  Cryptographic tool for file transfer between authorities, including the server for receiving and archiving files and managing keys. Conception, design and implementation of client and server.

- **zensus2011**
  Software for the whole process of the population census in Germany. Working on various web-based tools, including the central register with the unified data.

- **Next project 2024:** Producing my own TikTok content

HOBBIES

Mentoring Reading Running Podcasting

Geeking HR Bread Organizing Events

TOOLS & TECHNOLOGIES

Kotlin, Java, TypeScript, Javascript, Golang, C, C++, Assembler. Spring Webflux, Spring Boot, JavaEE. Vue, React, Angular, AngularJS, jQuery, JSF, JSP. AWS, Terraform, Ansible. Apache, NGINX, Varnish, MySQL, MongoDB, DynamoDB, PostgreSQL. Embedded and Lowlevel Programming on Microcontrollers, OSX, Windows, game engines and a keen interest in real-world IT Security.

EVANGELIST

I believe in giving back to the community and also in the personal growth one can gain by explaining concepts and things to others. Therefore I heavily engage with the tech community:

- **talks**
  → Leaders in Tech - You can't manage culture: Cultural Hacks to try out for yourself
  → Blockchain - Oder die langsamste Datenbank des Internets
  → Candidate Experience in Zeiten von New Work

- **podcasts / interviews.**
  → Digital Innovation Podcast #027: Über digitale Innovationen eines Medienkonzerns
  → How is Axel Springer using AR/VR to innovate in the culture field?
  → MEPod Podcast mit Sebastian Waschnick

- **blog posts**
  → How to attract talent for your startup
  → Make your world bigger with Working Out Loud
  → 7 reasons why you should go to a Hackathon

SPOKEN LANGUAGES

★★★★★	★★★★★	in progress
ENGLISH	**GERMAN**	**SPANISH**

SPECIALTIES

Leadersheep Innovation Engineering