Ben Orozco

Hands-on Engineering Leader · Full Stack Developer · Product Builder

⦿ Monterrey, MX 🇲🇽

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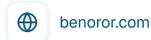
Hands-on VP Eng/CTO with strong software engineering roots and technical generalist mindset with a trajectory across U.S. & LatAm. Product-minded builder with startup DNA, shipping and scaling products and teams from 0 to 1 and 1 to 100, staying close to code, architecture, product, UI/UX design and delivery across backend, frontend, infrastructure and AI. Experienced hiring manager and technical leader with high energy, ownership thriving in ambiguity, execution speed and strategic leadership enabling engineering orgs with practical AI tooling across agentic workflows.

Leadership	Product	Backend	Frontend	DevOps	AI

💼 Experience

Apptegy — apptegy.com

⦿ Remote   ⦿ Little Rock, AR 🇺🇸   📅 2020 - Present (5yr)

Industry-leading EdTech SaaS company with 6,000+ school districts in the US & Canada and 10MM+ of active users.

VP of Engineering

⦿ Monterrey, MX 🇲🇽   📅 Apr 2021 - Present

⌃ Shipped & scaled a suite of industry-leading products with quality and cadence in a high-growth Series-B EdTech startup.

- Help hiring, forming & leading a team of 140+ Engineers on both sides of the border by building a high-performance yet thoughtful engineering culture. Enabler for growth & learning, facilitating continuous improvement and seek of excellence.
- Participated in organizational restructuring when transitioning to a mature scale-up company towards Series-C 100MM+ ARR, focusing on strategy, planning, and execution of established processes, implementing org restructuring, planning frameworks, and delivery systems for sustained high-growth.
- Lead AI enablement projects across the Engineering organization, advocating adoption & best practices for tools such as `Cursor`, `Claude`, `CodeRabbit`, `Gemini`, etc. which lead to a 10% increase in productivity and 60% reduction in code review time.
- Led architecting & shipping of multiple high-impact services & products with consistent cadence & quality, ensuring uptime and scalability for millions of end-users.
- Advocated a significant cost-reduction, simplification & refactoring of gRPC-based microservices architecture & in-house frameworks following Domain-Driven Design (DDD) principles.

`Leadership` `Management` `Hiring` `Mentoring` `Agile` `Architecture`

Lead Software Engineer

⦿ Monterrey, MX 🇲🇽   📅 Mar 2020 - Abr 2021

⌃ As part of the nascent engineering organization, I helped planting the seeds & building the foundations, architected, hands-on coded, delivered, refactored & scaled during an early stage of the company and through the scale from ~500 to 2,000+ school districts. Lead the platform & infrastructure teams working on new and existing products, building internal & user-facing components on top of a service oriented architecture during rapid scale-up.

- Hands-on development of Thrillshare platform and APIs mainly in `Ruby on Rails`, supporting Vue.js & Mobile (iOS & Android) clients.
- Advocate best design, architecture, coding practices, peer reviewing & unit testing across the Engineering organization
- Developed greenfield Ruby on Rails outpost services following SOA (service-oriented architecture):
  - Auth: With a constant inflow of 1,000's of new users, implemented an AuthN/Z identity provider based on `OAuth2` & `OpenID Connect` standards to support SSO (Single Sign-on) and User Management across existing and newer Apptegy's products
  - Alerts: Due to a spike in usage of our alerting services, from 10's to 1,000's of notifications per minute, we required to scale it up by implementing a Multi-channel (SMS/Voice/TTS/Push), multi-provider (Twilio, Sendgrid, Facebook, Twitter) & multi-language relay service for school district notifications
  - Among other projects I lead: Forms & surveys builder, ETL pipeline revamp, Translation service, Emails newsletters & marketing campaigns, Learning-management-system & Real-time horizontally-scalable Chat messaging system
- Supporting Micro-services built with `Ruby`, `Roda` micro-framework & `Sidekiq`: Analytics, Data Management, Translations, Learning Management System.
- DevOps, CI/CD and release managment deploying in `AWS`: `EC2`, `ELB`, `EKS`, `RDS`, `S3` clusters using `Capistrano` & `Kubernetes`
- Scrum master working with Product team following Agile methodologies.
- Interview backend & full-stack candidates while onboarding new hires.

`Technical Leadership` `Agile` `System Design` `Architecture` `Code Review` `Unit Testing`

Brokerlit — brokerlit.com
Monterrey, MX 🇲🇽   2023 - Present

Real Estate SaaS providing an MLS, CMS & CRM platform for brokers to manage their properties and inbound leads generation.

Technical Co-Founder

∧ Developed real estate SaaS platform with the help of a freelance contractor.

- Hands-on development of the platform in `Ruby on Rails` & `Typescript` / `React.js` / `Next.js`
- DevOps infrastructure based on `Fly.io` k8s service & `Vercel` serverless hosting

BaseQL — baseql.com
Miami, FL 🇺🇸   2020 - 2024

GraphQL access point for your Cloud data (Airtable & Google Sheets). 🎯 **Acquired in 2024**

Founder

∧ Built as a side-project during COVID and exited through a successful acquisition.

- Hands-on full-stack Javascript development with `Node.js` , `React.js` / `Next.js` & `Tailwind CSS` .
- DevOps infrastructure based on `AWS EBS` & `MongoDB`

HealthTree — healthtree.org
Salt Lake City, UT 🇺🇸   Jan 2019 - Mar 2020

Healthcare platform for cancer patients, their families and caregivers, with the mission of accelerating the finding of a cure

CTO

∧ Developed web & mobile platforms for cancer patients to find their best treatment options.

- Put together development team and processes for backend APIs in `Ruby on Rails` , frontend clients in `React.js` & data pipelines by hands-on programming, code reviewing & testing.
- Automated products lifecycle via DevOps & Continuous Integration/Delivery pipelines.
- Increased customer feedback awareness and success metrics by creating support & analytics infrastructure in: `Metabase` `Sentry` `Intercom`
- Created a product development pipeline from scratch to prioritize and measure performance using Agile `Kanban` methodology in `Trello`
- Decreased bugs and improved overall quality via technical leadership & mentoring to achieve continuous improvement as a team
- Defined a Technology Strategy and Software Architecture aligned with product vision
- Recruited and retained top talent in a competitive U.S. market

Ecaresoft — ecaresoft.com
Austin, TX 🇺🇸   2016 - 2019

EHR & HIS systems for hospitals and clinics in Latin America and Middle East.

CTO
Monterrey, MX 🇲🇽   Jan 2018 - Jan 2019

∧ Lead technology strategy, software development and operations to get to new SaaS markets in Argentina and Middle-East. Merged all product teams under a single organization culture. Worked closely with Product, Sales & Support organizations.

- Technology strategy and software architecture
  - Succesfully launched internationalization for new markets via APIs, Microservices and serverless Lambda functions using.
  - Achieved high availability and resilience cloud architecture by relying on DevOps, elastic infrastructure, containerization, automated testing and CI/CD pipelines for continuous quality and delivery with.
- Product development and operations
  - Improved roadmap priorization and improved performance measurement of dev teams by adopting `SCRUM` & `Kanban` Agile software development methodologies
  - Increased customer feedback awareness and success metrics by creating support & analytics infrastructure in: `Metabase` `Sentry` `Intercom`
  - Achieved continuous improvement via OKRs, Performance Reviews and One-on-ones
  - Recruited and succesfully retained top talent that added value to the company

CTO — Nimbo / nimbo-x.com
Monterrey, MX 🇲🇽   Feb 2016 - Jan 2019

∧ Scaled EHR practice management app from MVP to product/market fit, thousands of MAUs and increasing ARR by providing the best user experience for LatAm physicians market.

- Established development processes for coding, reviewing & testing `Ruby on Rails` backend APIs and `Ember.js` frontend clients
- Defined Software Architecture and launched fault-tolerant APIs and microservices in `Ruby` , `Java` , `PostgreSQL` , `Redis` and `Sidekiq` for background processing
  - Drugs interactions service based on Wolters Kluwer's Medi-Span®
  - Machine Learning prediction & classification service based on `Python` & `Tensorflow`
  - Full-text search service based on `Apache Solr`
- Implemented DevOps and continuous integration/delivery to production
- Reached balance between quality & speed by improving recruiting, management & coaching of development team
- Achieved Lean product development by relying on `Kanban` methodology

Tech Lead — Nebula / usenebula.com   ⊙ Monterrey, MX 🇲🇽   📅 Oct 2017 - Jul 2018

⌃ Bootstraped a claims management system for the insurance industry in LatAm by working on technical development and defining a Domain-driven microservices architecture

- Full-stack development using `Elixir` / `Phoenix` for Backend and `Ember.js` for Frontend
- `Domain-driven Design` architecture using Bounded Contexts
- DevOps infrastructure using `Docker` containers on `AWS` : `Elastic Beanstalk`

Panax — panax.io   ⊙ San Luis Potosi, MX 🇲🇽   📅 2014 - 2016

Low-code tool for building business applications.

Full Stack Developer: Launched an MVP of No-Code tool for internal business applications by defining a Client-server architecture using:
`Node.js` / `Express` `SQL Server` `Angular.js`

OperIT — servicesinit.com   ⊙ San Luis Potosi, MX 🇲🇽   📅 2014 - 2014

IT nearshoring consultancy services for U.S. companies

Software Consultant: Define and execute ETL, Analytics and Business Intelligence processes and maintenance of existing software

SAP — sap.com   ⊙ Walldorf, DE 🇩🇪   📅 2013 - 2014

World's largest company of ERP software

Software Engineering Intern: Test-driven development for Supportability & SaaS enterprise product lines using `JavaScript` and `Jasmine`

CotizaHoy — cotizahoy.com   ⊙ San Luis Potosi, MX 🇲🇽   📅 2010 - 2013

B2B startup for car manufacturing industry

Technical Co-Founder: Launched SaaS/Marketplace developed in `Ruby on Rails` `PostgreSQL` `Heroku`

NIC Mexico — nicmexico.mx   ⊙ Monterrey, MX 🇲🇽   📅 2008 - 2009

NIC organization for .mx top-level domains

Software Development Intern: Developed internal and customer apps in PHP Java and PL/SQL

🔨 Skills

Leadership (8y) — Hands-on technical leader and generalist: building teams, shipping products, and scaling delivery. Comfortable wearing multiple hats — from strategy & hiring to architecture & building: **Technical Leadership**: Project scope & sequencing, Delivery management, Ownership & Accountability, System Design Architecture, Code reviews, Mentoring & Coaching, Agile Methodologies, Roadmaps Planning; **Strategic Planning**: Tooling & AI enablement, Vendor & cost management, Buy vs Build decisions, Team composition & org design, Architecture & design reviews, RFC/RFD technical documentation, Product + Engineering leadership alignment, Resource allocation; **People Management**: Mentorship, Coaching, Performance reviews, Performance management, Conflict resolution; **Recruitment**: Talent sourcing, Hiring manager, Interviewing, Technical screening scripts/challenges, Interviewer coaching, Recruitment process;

Product (8y) — Product-minded engineering leadership: balancing UX, technical constraints, and business outcomes.: **Roadmap planning**; **Resource allocation**; **Design reviews**; **UI/UX assessment**; **Problem solving with business focus**; **Project management**;

Backend (14y) — Backend development is my primary area of expertise, and I have created multiple applications, APIs, and integrations.: **Ruby on Rails**: Rails 7, Sidekiq, TDD, RSpec, Capybara; **Developing APIs**: REST API, GraphQL; **Serverless on AWS**: Python on AWS Lambda, DynamoDB, Amplify, Cognito; **Databases**: PostgreSQL, MySQL, Redis, NoSQL; **API integrations**: REST, GraphQL; **Other**: Node.js, Python, Kafka, Rust, Elixir, Shell, Search engines - ElasticSearch, Solr, Git;

Frontend (6y) — I have been working with React since 2018. Created multiple applications and websites.: **React**: React Testing Library, Playwright, Storybook, Redux, Tailwind CSS, React Query; **Typescript**; **Javascript**: Node.js, Jest; **Next.js**: NextAuth, Vercel; **Other**: Hotwire & Stimulus, React Native, TailwindCSS;

DevOps (5y) — Building and evolving infrastructure from scratch: CI/CD, cloud environments, reliability, and developer workflows.: **AWS**: EKS, S3, EC2, RDS, Lambda, Cloudflare; **Docker**; **Kubernetes**: GitOPS - ArgoCD, Kustomize, Helm; **Other**: Greenfield infrastructure setup, Terraform, CI/CD, CDN, Observability, Distributed systems, Fly.io;

AI (1y) — Hands-on with AI-assisted engineering and AI product delivery: agent workflows, team adoption, and production-oriented experimentation.: **AI tools**: Cursor / CLI, Claude / Code CLI, OpenCode, OpenAI / API, Gemini, CodeRabbit; **Multi-agent orchestration**: AGENTS.md / CLAUDE.md / .cursor/rules, Git worktrees, MCP / ACP, Agent Skills, Parallel agents, QMD workflows; **Workflows**: Plan-first for complex tasks, Parallel exploration and execution, Verification-first loops (tests, checks, review), Learn from mistakes via docs/rules updates, Automating repeatable workflows (skills/commands); **AI product features**: Chatbots, RAGs (Pinecone, pgvector), Context tuning & prompt refinement, Security and privacy guardrails;

🎓 Education

MBA International Business Consulting

Hochschule Offenburg

📝 Oct 2012 - Feb 2014

University of Applied Sciences Offenburg

BS Computer Science and Technology

ITESM Monterrey

📝 Aug 2005 - Dec 2009

Monterrey Institute of Technology and Higher Education

🌐 Languages

🇪🇸 Spanish — Native

🇬🇧 English — Fluent

🇩🇪 German — Basic