

Felix Sjöberg

CTO-style Product & Platform Ownership | Backend, Data, Web, Mobile, AI-enabled Engineering

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PROFILE

Product-aware software engineer with practical CTO-style ownership across product and platform delivery. Owns the whole product and platform flow end to end: product shaping, planning, architecture choices, backend, data, web, mobile, operations, release decisions, and production follow-up. Strongest in .NET/C#, SQL, TypeScript/React, Azure/Linux operations, data modeling, analytics foundations, auth, and diagnostics, but not locked to one stack. Focuses on choosing responsible technical paths, learning what is needed quickly, and shipping reliable outcomes with quality, momentum, and risk awareness.

LEADERSHIP & PRODUCT TRANSFORMATION EVIDENCE

- CTO-style ownership and product leadership: carries practical responsibility for connecting business/customer needs to technical direction, sequencing, hands-on delivery, release decisions, quality, and production follow-up.
- AI adoption and modern engineering practices: uses AI coding agents for codebase inspection, planning, implementation support, refactoring loops, review, and test-backed verification while keeping context, judgment, and accountability with the engineer.
- Technology transformation and evolving ways of working: improves product delivery by making reliability, tenant ownership, data integrity, diagnostics, privacy, analytics, and follow-up part of normal engineering work.
- Culture of experimentation and learning: comfortable moving into unfamiliar areas, using AI tools to accelerate context, and solving what is needed across backend, data, web, mobile, cloud operations, and product workflows.

PROFESSIONAL EXPERIENCE

Acting CTO-style Product & Platform Engineer | Wellr

2024-present | Stockholm

- Owns product and platform delivery end to end: planning, technical direction, architecture choices, implementation, release decisions, production fixes, and follow-up.
- Works hands-on wherever the product needs progress: .NET backend services, domain/data models, PostgreSQL analytics, React flows, .NET MAUI integration, admin tooling, content delivery, deployments, diagnostics, and operational support.
- Translates founder and customer needs into concrete product scope, technical tradeoffs, delivery sequencing, and pragmatic implementation plans.
- Builds and maintains domain-oriented .NET backend services using ASP.NET Core, thin controllers, service orchestration, repository boundaries, EF Core/MySQL, MongoDB, SignalR, Quartz jobs, and Sentry-backed diagnostics.
- Designed and implemented a PostgreSQL analytics warehouse foundation with canonical product events, company dimensions, lifecycle tables, daily rollups, KPI definitions, BI-ready SQL views, and raw-event retention.
- Added privacy and data-quality guardrails such as allow-listed client events/properties, idempotency keys, membership-based ownership, bounded payloads, and tests around rejected sensitive properties.

Software Developer Intern | Consid

2023-2024 | Stockholm

- Extended and bug-fixed internal CRM functionality using React and .NET.
- Built backend functionality for a mentorship application in .NET and contributed to bug fixing in an employee system built on .NET Framework.

Sales & Aftersales Administration | Mio AB

2013-2021 | Umeå

- Customer-facing sales and administration role with responsibility for aftersales, customer follow-up, and temporary ownership of store-area operations across interior design, warehouse handover, and sales.

SELECTED TECHNICAL WORK

Wellr backend and analytics platform | Backend, data, and operations

2024-present

- Implemented product APIs, domain boundaries, admin workflows, background jobs, production diagnostics, and a PostgreSQL analytics foundation for product and customer-health reporting.

Wellr web, mobile, and admin surfaces | Product application delivery

2024-present

- Delivered complete product outcomes across authenticated user journeys, company-admin controls, Microsoft SSO, secure storage, logout lifecycle, background sync, content rendering, localization, and release-ready UI flows.

Production artist platform | E. Tedebring | etedebring.com

2024-present

- Built a production Next.js/Sanity platform with portfolio galleries, editable content, inquiry flows, SEO, private Cloudflare R2 uploads, Resend email processing, and privacy-aware image handling.

CORE TECHNICAL SKILLS

Leadership and ownership: CTO-style product/platform ownership, product shaping, technical direction, planning, tradeoffs, release sequencing, stakeholder/founder collaboration, production follow-up, responsible, risk-aware path to value, quality, and pragmatic engineering practices

Backend and platform: .NET, C#, ASP.NET Core, EF Core, Dapper, REST APIs, domain modeling, service orchestration, SQL, MySQL, PostgreSQL, MongoDB, SignalR, Quartz; adaptable across stacks when the product needs it

Cloud, data, and operations: Azure, Azure DevOps, Linux, Docker, CI/CD, Sentry, analytics warehouses, KPI rollups, BI-ready SQL views, privacy/data-quality controls, diagnostics, production support

Frontend and mobile: TypeScript, React, Vite, Redux Toolkit, .NET MAUI, MSAL, secure storage, localization, admin workflows, product UI integration

AI and modern engineering: agentic coding workflows, context-rich task framing, code review, test verification, automation mindset, learning loops, and safe adoption of AI-assisted development

EDUCATION & CERTIFICATIONS

Cloud Developer Azure Program | Jensen Education

2022-2024

- Focused YH education covering full-stack development, Azure, .NET, databases, containers, CI/CD, agile team practices, security, Docker, microservices, Kubernetes/Fabric, serverless, and Microsoft Entra/Active Directory.
- Highest grade in all courses.

Microsoft Certified: Azure Fundamentals (AZ-900) | Microsoft

2023

Supplementary programming and web development studies | NTI School

2022

Electrical and Energy Programme, High School Diploma | Dragonskolan

2011-2014

LANGUAGES

Swedish: native | English: full professional proficiency | Spanish: limited working proficiency