PABLO LEONE

Founder & CEO, Taller de Digitalización | Software, cloud and AI for small businesses

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Self-employed contractor · by project or by the hour · remote, or on site within 50 km of Fuensalida

SUMMARY

Founder and CEO of Taller de Digitalización since October 2025: I fix software, cloud and AI problems for small businesses, from first call to delivery. Before that, 15+ years building and leading software teams in fintech, health and telecom (tech lead at Pliant, hi.health, Cegid and RealStocks). Today I put AI and automation where it saves real hours: process diagnostics, browser automation in production, internal tools exposed as MCP servers, and AWS services that a client's whole team uses every day. I take ambiguous problems from idea to production with little direction and debug them when they fail.

CORE SKILLS

AI & automation: Anthropic Claude API, multi-stage LLM pipelines, prompt engineering, vision analysis, MCP servers, agent-built browser automation (Playwright), AI-assisted development (Claude Code), process and operational automation.
Engineering: TypeScript, JavaScript, Node.js, NestJS, React / Next.js, SQL and NoSQL, microservices, event-driven architecture, Domain-Driven Design.
Cloud & delivery: AWS (Lambda, DynamoDB, Fargate, API Gateway, S3, CloudFront, SES, CDK), Docker, Kubernetes, CI/CD.
Leadership: technical lead, hiring and mentoring, SDLC optimisation, release management, stakeholder communication, Agile/Scrum.

PROFESSIONAL EXPERIENCE

Founder & CEO — Taller de Digitalización

Oct 2025 – present · self-employed · Fuensalida (Toledo), hybrid

- Software, automation and AI for small businesses in Fuensalida, Torrijos, Toledo, La Sagra and south Madrid. On-site diagnostic of about 2 hours with a prioritised list of what to fix first.
- **Nimbus Telecom** (client, since Feb 2026): process diagnostic and AI automation roadmap; browser-automation flows in production (Playwright; an agent works out the flow, it is frozen into a deterministic one, and the agent takes over when it breaks); internal tools exposed as MCP servers; a coverage-check API on AWS that the whole team uses through Claude.
- **Billar El Arrabal:** rescued an unfinished scoreboard app for a local billiards club and tested it in person until anyone there could use it. Free and open source, in Spanish and English.
- **LeadPilot** (own product, 2026, in production): autonomous B2B prospecting pipeline, 94 businesses contacted (details below).
- Website, real cases and blog at tallerdedigitalizacion.com.

Technical Team Lead — Pliant

Apr 2025 – Oct 2025 · Berlin / Remote

- Led the technical transition after Pliant acquired hi.health: kept production stable, shipped critical features for acquired customers and migrated clients step by step into Pliant's platform.
- Integrations across services, APIs and payments in a DDD architecture (TypeScript, NestJS, Kubernetes, AWS).

Technical Team Lead — hi.health

Feb 2024 – Apr 2025 · Vienna / Remote

- Led several software teams; improved delivery speed and predictability by clarifying ownership, communication and prioritisation.
- Worked with product and leadership to streamline the SDLC and reduce technical debt.

Lead Developer, SDLC & Engineering Process — RealStocks

Jan 2023 – Feb 2024 · Remote

- Built SDLC frameworks for engineering efficiency; scoped, estimated and delivered features with the COO and Head of Product.
- Hands-on in TypeScript, React, Node.js and AWS. Led technical hiring and mentoring (QA, full-stack, DevOps).

Lead Developer, Cloud & Architecture Modernisation — Cegid
May 2022 – Dec 2023 · Barcelona

- Replaced legacy systems with a Node.js/TypeScript cloud architecture; designed NestJS + Lambda service templates.
- Implemented event-driven AWS services with zero-trust security. Hired and led a mobile team (Android, iOS, QA).

Software Team Lead — ACTINEO GmbH
2021 – Apr 2022 · Remote

- Recruited and led a team for a German health insurer; improved the codebases with the CTO.

Lead Frontend Architect — Bacardi
2021 · Barcelona

- Defined release management and versioning; validated vendor deliveries; set frontend best practices.

Software Development Team Leader — The Smart Group
2020 – 2021 · Dublin

- Grew the development team from 3 to 9 engineers in 9 months and introduced Agile/Scrum.

Founder & Software Engineering Lead — PDG Solutions
2015 – 2020 · Remote

- Ran a software agency (web, app and e-commerce clients in Ireland and the UK); managed 10+ developers; revenue grew 25% a year.

Earlier: Castle Trust Bank, Full-stack Developer (2015) · The Purple Agency, Senior PHP Developer (2014–2015) · Innovative IT, Senior PHP Developer (2012–2014) · IgmWeb, Junior PHP Developer (2010–2012) · Hotelius, Junior .NET Developer (2009–2010)

SELECTED PROJECT

LeadPilot — autonomous B2B prospecting pipeline (in production)
2026 · own project

- End-to-end pipeline with no manual step after launch: lead discovery, automatic qualification, website analysis, personalised outreach, day-7 and day-14 follow-ups.
- TypeScript on AWS: ~20 Lambda functions (one per stage), DynamoDB lead status as the state machine, API Gateway, S3, Fargate for the Playwright scraper and screenshot service, all in CDK. React/Vite frontend on CloudFront.
- Claude (Sonnet) at five stages, each with its own prompt: vision analysis of a real website screenshot, HTML report, cold email, LinkedIn post, follow-ups.
- Real production debugging: a CDK asset-caching bug left three Lambdas running stale code after a “successful” deploy (traced by pulling the deployed bundle from S3). Most email “clicks” turned out to be corporate security scanners (click-to-unsubscribe under 400 ms), so the unsubscribe flow now needs double confirmation.

PUBLICATION

Software Development Without Chaos (2025, 99 pp., CC BY-ND 4.0): a framework for non-technical leaders to manage the SDLC, covering project types, discovery vs delivery, team structure, technical debt and risk.

EDUCATION & CERTIFICATIONS

Higher Vocational Diploma (CFGS), Computer Systems Administration — IES Montilivi, 2006–2008
Universitat de Girona — Computer Engineering, 1 year (not completed)
AWS Certified Cloud Practitioner · Professional Scrum Master I, Product Owner I, Developer I (Scrum.org)

LANGUAGES

Spanish (native) · English (full professional) · Catalan (full professional)