



Asier Marqués

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Engineering leader with 20+ years of experience building software products and scaling engineering organizations.

Former Senior Director, having scaled an organization from **9 to 90 engineers** and led **~60 engineers through 5-6 Engineering Managers**, with experience in budget ownership, organizational design, technology strategy and AI-assisted software development.

EXPERIENCE

BestSecret Group

2023-PRESENT · REMOTE

Engineering Manager — Payments & Checkout

- Lead **4-5 engineering teams** responsible for Payments and Checkout across multiple European markets and payment service providers.
- Drive the domains through the transformation of a legacy on-premises monolith into a **cloud-native distributed architecture**.
- Partner with Product and Engineering leadership to define priorities, technical direction and cross-team initiatives.
- Lead and support **PCI DSS and financial audits** across business-critical payment systems.
- Drive the adoption of **AI-assisted software development practices and engineering workflows** across the teams.

Auctane / Packlink Shipping

2022-2023

Senior Director of Software Engineering

Promoted following Auctane's acquisition of Packlink to lead the Packlink Shipping engineering organization and Spain Engineering Hub.

- Led approximately **60 engineers through 5-6 Engineering Managers**, reporting to the VP of Engineering Europe.
- Worked with the General Manager and Product Director as peers to define product and engineering strategy.
- Owned the engineering **budget and financial planning**, working closely with Finance and General Manager, helping to introduce FinOps practices.
- Led organizational design, creation of new teams, engineering management practices, metrics and operating models.
- Defined engineering roadmap and priorities for the cluster and represented Engineering across the Spain Hub.
- Coordinated engineering capabilities and services across multiple Auctane brands and collaborated with engineering leaders in the UK and Poland.

2019-2022

Senior Engineering Manager

- Helped scale Packlink's engineering organization from approximately **9 to 90 engineers**.
- Managed Engineering Managers and led the Platform product stream, including Internal Platform, Developer Tooling, Identity and System Design.
- Helped evolve the organization from horizontal specialist teams toward **autonomous, domain-oriented teams**.
- Designed and improved hiring, onboarding and management practices to support rapid organizational growth.
- Led the Engineering Management guild and helped establish shared frameworks for engineering metrics, management and organizational effectiveness.

- ◆ Started at Packlink combining **Engineering Manager** and **Staff Backend Engineer** responsibilities before moving fully into engineering leadership.

Grupo Versia

2018

Head of Software Architecture

- ◆ Led the Software Architecture team and modernization initiatives across legacy products.
- ◆ Defined architecture, software design and delivery practices used across engineering teams.
- ◆ Contributed to strategic distributed systems and real-time data initiatives.

Entrepreneurial & CTO Experience

2011-2018

Simettric Internet Technologies — Founder

Software consultancy providing product and engineering leadership for web, SaaS and mobile products.

2012-2017

4Visions — CTO & Partner

B2B SaaS platform for translation businesses, covering project management, billing and freelancer operations.

2009-2011

Blackslot — Co-Founder

Hosting and software company delivering infrastructure services and digital products, including the artesanio.com marketplace.

Across these ventures, I led product strategy, engineering, architecture and software delivery, combining business ownership with hands-on technical leadership.

Earlier Engineering Experience

2004-2009

Chief Technology Officer, Ideateca · Senior Backend Engineer, nvivo internet · IT Consultant, Altran · Systems & Software Engineer, Ibermática · Systems Administrator, Munabe Institute

COMMUNITY

2012-PRESENT

BilboStack Tech Conference

Co-founded and help organize a technology conference bringing together more than 800 professionals from across Spain every year.

2026-PRESENT

MadAI, Madrid AI Community

Founded and help organize a technology community and conference focused on AI and software engineering.

EDUCATION

Psychology

UNIVERSITAT OBERTA DE CATALUNYA · ONGOING STUDIES

Higher Degree in Systems Administration

GAZTELUETA

LANGUAGES

Spanish: Native · **English:** Full Professional · **Basque:** Limited Working