

Patrik Ring

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Senior software engineer with 10 years professional experience including server hosting, frontend web development, team management, scaling, platform reliability, backend development and distributed systems.

EXPERIENCE

Bloglovin', Founder & CTO 2007-2017

Bloglovin' is a women's lifestyle media company based in Manhattan, NY that my four cofounders and I started in Sweden in 2007. Over the last 10 years the company has grown to reach millions of users and serve 30M unique visitors monthly. Bloglovin' has raised over \$18M and employs about 50 people around the world.

My role grew from complete technical responsibility, writing and maintaining the entire code base and operations, into the role of CTO for an engineering team of 12 distributed between the US and Sweden. As CTO and founder, I worked with the CEO and other executives to set company goals, plan the roadmap, fundraise, and communicate with investors.

In 2015 I was recognized as one of Forbes 30 under 30 for my work at Bloglovin'.

TECHNICAL HIGHLIGHTS

Personalized feed 2016

Led a team to architect and build a system to measure engagement on posts in users' feeds. Engagement data was sent from the browser asynchronously to worker queues and stored in a sharded MySQL database.

The information was aggregated and used to rank posts in a user's feed. We then A/B tested different algorithms. We developed an asynchronous post-page-load fetch system to display a few chronological posts while working out the ranking in the background.

RPC system 2015

As a team of 2 we architected and developed a system where API methods could be called through rpc, using RabbitMQ. We were able to bulk requests into one http call which could then be executed in parallel on the backend and the results bundled and sent back.

Other projects architected and built with team 2007-2017

- High-scale parser, background worker pool and queue system parsing over 8M feeds hourly (RSS/atom/RDF/etc) with new posts being parsed within minutes of publishing.
- Single sign-on system for multiple apps, based on a JWT authentication scheme. Handled authentication over multiple web apps, two iPhone apps, and an Android app.
- Web framework adhering to PHP's new PSR-7 standard incorporating a standard HTTP message format and using middleware for shared request handling. This framework was used to serve multiple frontends and a base API handling well over 2 million users.
- Image scaling and caching solution built in python on top of graphicsmagick.
- Asset management system using NPM, Babel, WebKit, node-sass, etc to improve asset handling in existing code base. Developed automated building, minifying, versioning and injection of assets into PHP and Java backends.

LEADERSHIP

Resource planning

As CTO and cofounder I was highly involved in the process to raise money in both Sweden and the US. As cofounder I took part in decisions on when to approach the market for fundraising as well as the actual pitching. It was my responsibility to make sure we had the necessary resources to scale engineering as the product and sales grew and to plan ahead to set and meet future targets. As CTO I dealt with all technical due diligence requests from the multiple investors.

Engineering organization

As CTO I structured the engineering organization into platform-specific teams, created communication processes to ensure efficient collaboration for teams split between continents and provided leadership and mentorship for junior and senior members that allowed for their growth.

Acquisition of influencer marketing platform ²⁰¹⁶

As part of my role as CTO, I lead the technical investigation and due diligence in Bloglovin's potential acquisition of an influencer marketing platform called Sverve, leading to a formal offer and successful purchase. We successfully integrated the two teams and large parts of the platforms, including a single sign-on system and hosting.

VOLUNTEERING & SPEAKING ENGAGEMENTS

- Presented and hosted talks internally and externally, including at the NYC Node Meetup.
- Part of the Tech Solidarity network, which among other things strive to help non-profits build web applications.
- Volunteered with Git-it, a workshop that teaches the basics of git and version control.