

Vladislav Doubrov

Software engineer and technical consultant:
enterprise delivery, integration, applied AI

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PROFILE

Software engineer and technical consultant with 7+ years of experience in enterprise software. Experience in solution architecture, software development, technical leadership and client-facing delivery. Owned business-critical systems and integrations from design to delivery.

Current focus: **forward-deployed engineering and applied AI.**

KEY STRENGTHS

End-to-end ownership

Own projects from client scoping to delivery

Enterprise integration

Integrations between business-critical systems, including SAP

Client-facing delivery

Requirements, pre-sales and stakeholder management

Technical leadership

Technical lead for 15–20 people, line manager

EXPERIENCE

Software Engineer · PostNL

2025–present

Netherlands · Enterprise platform for PostNL parcel distribution (1M+ parcels per day)

- **Owned the redesign of the integration between order management and route optimisation**, a business-critical process. Designed the solution architecture and led delivery across multiple systems and departments. Replaced a temporary solution that was in use for 3+ years. Delivered on time, with unclear requirements.
- **Feature lead and solution architect** for large roadmap features. Translate business requirements into solution designs. Lead discussions with business stakeholders for the product owner.
- **Lead AI adoption in the team.** Introduced AI-assisted development. Built internal AI tools for monitoring and automation. Evaluate Mendix AI tools (Maia, MCP).
- **Technical expert** in the team for complex Mendix problems and custom Java extensions.

Principal Consultant · Orangeleaf Consulting

2023–2025

Kuala Lumpur, Malaysia · Most senior consultant at an enterprise solutions consultancy

- **Technical lead for a consulting team of 15–20 people.** Line manager and mentor for 4 people.
- **Owned client relationships**, requirements gathering, pre-sales and sales on all projects I led. Managed a long-term e-wallet client.
- **Migrated 40 applications from SAP BTP to Mendix Cloud as the only person on the project.** Managed the client, the project plan and the technical work. Automated approximately 95% of the planned manual work. Ran phased cutovers with full rollback.
- **Designed and delivered a maintenance management system for 10,000+ assets.** Worked as architect, then as lead developer.
- Integrated a logistics system with SAP across six manufacturing plants. The client reported **30%+ faster procurement.**

Software Engineer → Team Lead · Mendix

2020–2023

Rotterdam · Product engineering at Mendix, a low-code platform company

Team Lead

2022–2023

- **Led development of Epics**, the project management tool in the Mendix platform. 70% of platform users adopted it.
- **Hands-on team lead** for a team of 5. Managed and mentored the team, did approximately 60% development work, and took on product management tasks.

Software Engineer

2020–2022

- Built modules for the first release of **Control Center**, the Mendix governance portal for enterprise customers.
- Built a **Java / Kafka Streams** service and custom **React** widgets.

Consultant · Dual Lab

2016–2019

Family digital marketing business · Part-time during university

- Managed client advertising accounts and campaigns on digital ad platforms. First commercial, client-facing work.

SKILLS

Platforms	Mendix (since 2020, Advanced certified) · REST / SOAP APIs · SAP integration · Kafka Streams · CI/CD · AWS (basics)
Programming	Python · SQL · Java · JavaScript / TypeScript · React
AI	AI coding agents and AI-assisted automation (daily use) · MCP · Mendix Maia · NLP (university thesis)
Delivery	Solution design · Stakeholder management · Requirements and pre-sales · Team leadership and mentoring · Scrum

CERTIFICATIONS

Mendix Advanced Developer · Mendix Expert Developer (in progress)
Professional Scrum Master I (Scrum.org)

LANGUAGES AND RIGHT TO WORK

Russian: native · English: fluent (C2)
EU citizen: no visa sponsorship required in the EU

EDUCATION

MSc Business Information Management	2018–2019
Rotterdam School of Management, Erasmus University Thesis: the effect of Agile DevOps on IT outsourcer relationships	
BSc International Business Administration	2015–2018
Rotterdam School of Management, Erasmus University Minor in Strategy Consulting · exchange at NTU Singapore	
BSc Computer Science & Applied Mathematics	2012–2017
Belarusian State University Thesis: real-time NLP sentiment analysis on the Twitter API	