

# Diego Siena.

CTO · Co-founder · Technology leader

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**EMAIL**

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linkedin.com/in/diegosiena

**GITHUB**

github.com/diegosiena

**LOCATION**

Ribeirão Preto, BR · Remote

**LANGUAGES**

Portuguese (native) · English (fluent)

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## S.01 SUMMARY

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Sixteen years of shipping software across industries — now focused on AI products, agent systems, and the teams that ship them. Currently CTO and co-founder at Escala.ai, building AI-first software for CEOs, founders, and their leadership teams. I work across product strategy, technical architecture, and execution, treating technology as leverage rather than as the point.

## S.02 CURRENT FOCUS

06 AREAS

### Strategy & product

Ideating, building, and shipping AI products. From validation to architecture and execution. Build-vs-buy-vs-automate decisions.

### Discovery & research

Mapping the AI landscape. Tracking technologies, frameworks, and concepts shaping AI product work today, and translating them into decisions.

### Engineering & research

Context engineering, memory, knowledge bases, evaluations, tool use, autonomous processing, and the patterns behind production-grade agents.

### Technical leadership

Leading teams, systems, and decisions. Shaping technical direction, tradeoffs, and process. Building the conditions where small teams ship like much bigger ones.

### Agentic capabilities

Conversational and multimodal AI agents, multi-channel reach, multi-step workflows, and orchestration of agents and tools as a system.

### AI across the SDLC

Multiplying velocity with AI-native tooling, so small teams ship like much bigger ones.

## S.03 TOOLKIT

CURRENT · 2026

### PRODUCT · WEB

Next.js · TypeScript · tRPC · Drizzle ORM · Supabase · Postgres · Better-Auth · Tailwind CSS · Vercel

### AI · AGENTS

Mastra · OpenRouter · LangSmith · Composio · Vector databases · Claude · OpenAI · Gemini · Model Context Protocol

### ALSO FLUENT IN

Node.js · Svelte · SvelteKit · Vue · Nuxt · React · AWS · Azure · MongoDB · MySQL · Python (when needed)

## S.04 INDUSTRY DOMAINS

08 SECTORS

AI · Enterprise SaaS · Fintech · Healthcare · E-commerce · Real Estate · IoT · ERP

## S.05 EXPERIENCE

05 RECENT ROLES

**Escala.ai** Jun 2025 — Present

CTO &amp; Co-founder · REMOTE · HYBRID · SÃO PAULO, BR 11 MOS

*Previously: Head of Data & Technology (Jun — Dec 2025)*

Leading the full technical journey of an AI-first startup, from strategy and product validation to architecture, development, and infrastructure. Designing and shipping conversational AI agents with deep focus on context engineering, memory management, and knowledge bases. Hands-on across the full agent lifecycle: research, design, evaluations, observability, and metrics. Partnering with the CEO and CRO on what to build, what to buy, and what to automate. Leveraging AI across the SDLC to ship like a much larger team.

**STACK** Next.js · TypeScript · tRPC · Drizzle ORM · Supabase · Better-Auth · Mastra · OpenRouter · LangSmith · Composio · Vector databases

**BairesDev** Mar 2022 — Jun 2025

Software Engineer · REMOTE · UNITED STATES 3 YRS 4 MOS

Designed and developed scalable, high-performance solutions for international clients across industries. Built web applications with Node.js, TypeScript, Svelte, and SvelteKit. Integrated Contentful for structured content management. Built serverless architectures on AWS Lambda and DynamoDB. Deployed and managed applications on Heroku and AWS, with focus on maintainability, performance, and modern front-end practices.

**STACK** Node.js · TypeScript · Svelte · SvelteKit · Contentful · AWS Lambda · DynamoDB · Heroku

**Cuida.Life** Oct 2020 — Mar 2022

Tech Lead · REMOTE · SÃO PAULO, BR 1 YR 6 MOS

Led the development of an e-commerce platform and a health management system from scratch. Defined the technical architecture, managed cloud infrastructure, and implemented Strapi CMS with MongoDB. Developed payment integrations and ensured platform scalability. Managed and mentored the tech team while contributing to strategic decisions alongside executives and investors.

**STACK** Node.js · TypeScript · Vue.js · Nuxt.js · Tailwind CSS · Strapi CMS · AWS · MongoDB

**Kzas.ai** Aug 2019 — Oct 2020

Full Stack Engineer · REMOTE · SÃO PAULO, BR 1 YR 3 MOS

Developed a real estate platform for property search, financing, and credit solutions. Built web applications with Vue.js, Nuxt.js, and Laravel, integrating MySQL for data management. Focused on performance optimization and seamless user experience across devices.

**STACK** Vue.js · Nuxt.js · JavaScript · PHP · Laravel · MySQL

**WHF — A Design Company** Feb 2019 — Jul 2019

Full Stack Developer · HYBRID · RIBEIRÃO PRETO, BR 6 MOS

At a service design company focused on digital solutions, played a key role in building a corporate website for one of Brazil's largest healthcare providers using Nuxt.js and Strapi CMS. Developed a component library in close collaboration with the design team to ensure UI consistency and scalability.

**STACK** Nuxt.js · Vue.js · Node.js · Strapi CMS · MongoDB · Azure

2010 — 2018: Earlier roles included freelance projects and foundational full-stack development across fintech, IoT, and ERP. Self-taught — started programming professionally at sixteen.