

Paulo Fidalgo

CTO / VP Engineering / Software Engineering Leader

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SUMMARY

Engineering executive and technical founder with nearly 20 years of experience building SaaS platforms, data products, and remote engineering teams. Founder of Ethos Link, where I build customer intelligence, profitability analytics, and decision-support systems for SMBs using existing operational data. Previously an early engineering leader at Hopin, contributing to hypergrowth from early employee to 1,200 people, 300+ successful hires, and a 74% reduction in cloud and provider spend. Strong record across product strategy, platform architecture, engineering org design, hiring, compliance, reliability, cost control, and pragmatic technical leadership.

SELECTED IMPACT

- Reduced Hopin cloud and provider spend by 74%, from \$4.6M to \$1.2M.
- Improved Hopin release discipline from weekly deployments to continuous deployment.
- Reduced Hopin production incidents from 2 to 3 per week to roughly 2 per month.
- Led a 12-person Visible Alpha team building MiFID II research processing and indexing workflows.
- Reduced Talkdesk incident resolution time by more than 50% through legacy system performance, scalability, and resilience improvements.
- Led a next-generation Talkdesk call-routing system that handled 20% of inbound call volume within three months.
- Reduced Novertur report production cost by 60%, from \$2,000 to \$800 per report.
- Founded Ethos Link and launched Reviato, a review intelligence platform for SMBs.

LEADERSHIP SCOPE

- Nearly 20 years in software engineering, including 10+ years leading remote and distributed teams.
- Early engineering leader at Hopin, helping the company scale from early employee stage to 1,200 people within 18 months.
- Contributed to 300+ successful hires in under one year through recruiting, onboarding, and mentoring improvements.
- Led or influenced work across product strategy, API development, billing, compliance, security, reliability, scalability, cost control, and engineering process.
- Led teams up to 15 people directly and contributed to engineering practices across larger organizations.

SKILLS

Leadership

Technology strategy · Engineering strategy · Engineering org design · Remote team leadership · Hiring and onboarding · Mentoring engineering leaders · Cross-functional leadership · Blameless debriefs · Execution discipline

Product & business

Product strategy · Founder-led product development · B2B SaaS · SMB software · Go-to-market support · Build vs buy decisions · Vendor evaluation · Cost optimization · Profitability analytics · Decision-support systems · Customer feedback analytics

Technical

Platform architecture · SaaS architecture · API development · Billing systems · CI/CD · Security checks · OAuth2 · OpenID Connect · Scalability · Stress testing · Reliability · Incident reduction · Infrastructure as code · Data processing · NLP · AI-assisted analysis · Cloud cost control

Domains

SaaS · AI customer analytics · Retail analytics · Fintech · Telecom · Contact center · Event technology · Compliance

PROFESSIONAL EXPERIENCE

Founder, Ethos Link / Reviato

Dec 2024 - Present · Remote

Founder-led technology studio building SaaS, analytics, and AI-assisted decision systems for SMBs.

- Founded and launched Reviato, a B2B SaaS platform that helps SMBs aggregate customer reviews, analyze sentiment and themes, and turn customer feedback into operational improvements.
- Built custom business intelligence and decision-support systems from existing operational data, including a profitability intelligence tool for a fashion retail business.
- Designed analytics workflows that identify high-performing products, profitable suppliers, slow-moving stock, and margin risks to support better seasonal buying and inventory decisions.
- Owned product strategy, data modelling, architecture, and implementation across customer feedback analytics, inventory analysis, supplier performance, and business decision support.
- Built founder-led go-to-market assets, including practical guides, templates, and vertical content for restaurants, hospitality, local services, and retail-style SMBs.

Founding Engineering Lead, Hopin / RingCentral

Nov 2019 - May 2025 · Remote

Event technology SaaS company for virtual, hybrid, and onsite events, acquired by RingCentral in August 2023. Joined as the 6th employee and contributed to scaling the company to 1,200 employees within 18 months.

- Built and improved engineering hiring, onboarding, and mentoring processes during hypergrowth, contributing to 300+ successful hires in under one year.
- Led data safety, compliance, and cloud/provider cost optimization initiatives, reducing spend by 74%, from \$4.6M to \$1.2M.
- Led strategic build-vs-buy decisions across API development, billing, scalability, and stress testing, balancing speed, cost, reliability, and long-term maintainability.
- Designed API and security improvements for real-time online events, including user data protection using OAuth2 and OpenID Connect.
- Raised engineering quality and release confidence by introducing CI/CD, automated code checks, vulnerability scans, and blameless debriefs, improving deployment frequency from weekly to continuous and reducing incidents from 2 to 3 per week to roughly 2 per month.

Software Engineering Lead, Visible Alpha

Oct 2017 - Jul 2019

Fintech company funded by leading investment institutions. Built research processing systems supporting MiFID II compliance for buy-side investment research workflows.

- Led a 12-person engineering team building a research processing and indexing platform that extracted, enriched, stored, and tracked analyst research reports for wealth managers.
- Supported MiFID II compliance workflows, helping protect market access, client trust, and uninterrupted service for global financial customers.
- Re-architected the platform to separate research ingestion, consumption, and tracking through event-driven processing and REST APIs.
- Introduced clean-code practices, TDD, infrastructure as code, and CI/CD to reduce defects and improve delivery confidence.

Software Engineering Lead, Talkdesk

Apr 2016 - Oct 2017

Cloud-based contact center SaaS.

- Improved performance, scalability, and resilience of legacy contact-center systems, reducing infrastructure requirements and incident resolution time by more than 50%.
- Architected and led development of a next-generation call-routing system that introduced new product capabilities and handled 20% of inbound call volume within three months.
- Reduced customer onboarding time from 6 weeks to 2 weeks by improving workflow configuration, internal tooling, and customer self-service.

Software Engineering Lead, Novatur

Jan 2012 - Jan 2014

SaaS company producing business matchmaking reports using NLP and big data.

- Reorganized two engineering teams, 15 people total, around clearer ownership and product goals, improving collaboration and system integration.
- Reduced report production cost by 60%, from \$2,000 to \$800 per report, by redesigning workflows and automation for NLP-driven business matchmaking reports.
- Led development of business matchmaking reports using NLP and Hadoop on Amazon EMR to identify and score allies, distributors, competitors, and suppliers in foreign markets.

EARLIER EXPERIENCE

Senior Software Engineer, Wit Software / Nov 2010 - Oct 2014 / Telecom software, push notification gateway, RCS auto-configuration, SIP application server, and real-time media transcoding.

Software Engineer, Ubiwhere / Jun 2009 - Nov 2010 / Message processing modules for SMS, MMS, WAP Push, CRM integrations, and banking-related telecom services.

Lead Software Engineer, Wlink / Apr 2009 - Jun 2016 / Built and led a 6-person team for multimedia distribution projects and custom GSM switch modem work for SMS campaigns.

Software Engineer, Mentis Virtuais / May 2007 - Jul 2009 / Fixed-mobile convergence web application, ENUM proof of concept, and value-added SMS/WAP Push campaign management services.

Software Developer, Saphety / Jun 2005 - Sep 2005 / LDAP to MySQL synchronization process for electronic invoicing SaaS infrastructure.

EDUCATION

M.Sc. in Computer Science

University of Evora, Portugal · 2011 · Graduated top 5%

B.Sc. in Computer Science

University of Evora, Portugal · 2006 · Graduated top 10%

LANGUAGES

Portuguese (Native) · English (Full professional proficiency) · Spanish (Basic) · Italian (Elementary)