

Masoud Daneshpour

Senior Software Engineer · Tech Lead

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SUMMARY

Hands-on tech lead with **20+ years** on .NET and distributed systems — microservices,DDD, and high-traffic platforms. From national-scale health systems to travel and advertising engines serving millions of users, I build backends that scale and teams that ship.

WORK EXPERIENCE

Engineering Lead — [Digikala Ads](#) · AdTech Apr 2025 – Present

- Grew the engineering team to 12 engineers.
- Drove 100% revenue growth by developing and improving core advertising systems.
- Expanded the product portfolio into 3 new business lines and built 3 new revenue engines.

Tech Lead / Backend Chapter Lead — [Alibaba Travels](#) · Online Travel (OTA) Mar 2021 – Apr 2025

- Led the backend chapter: architecture reviews, engineering standards, hiring, and mentoring across teams.
- Designed and evolved microservice-based systems (.NET,DDD) for Iran’s largest online travel platform.

Tech Lead / CTO — [PartoBit](#) · AgriTech Nov 2019 – Mar 2021

Senior Software Engineer (AloMarket & AloFood) — [Alopeyk](#) · On-demand Delivery Jul 2019 – Nov 2019

Senior Developer & Project Lead — [Kheili Sabz Publications](#) · Publishing & Education Jul 2018 – Jul 2019

Founder & CTO — [Tabro](#) (startup, part-time) · Location-based AdTech 2017 – 2019

Senior Developer, National Electronic Health Record (SIB) — [Danesh Parsian](#) · HealthTech 2015 – 2017

Earlier experience: Founder & CTO at Nedaye Esalat Salamat, the national product-authenticity program (Ministry of Health, 2011–2015) — built a smart QC image-processing system and multi-channel IVR service, managing a 70-person technical & operations team; earlier roles at Chargoos, Shomaran System, Iran Khodro Leasing, and others (2005–2011).

Teaching: Part-time lecturer (2015–2018): C#, ASP.NET MVC, HTML/CSS at Tehran Institute of Technology and FAD Academy.

SKILLS

Backend	.NET Stack, Golang, Java
Architecture	Microservices, Domain-Driven Design (DDD), SOA, Monolith
Databases	MS SQL, MySQL, MongoDB, Redis
DevOps	Docker, Kubernetes, Argo
Frontend & Mobile	Familiar with HTML/CSS/JavaScript, Angular, React, Kotlin, Android UI
Leadership	Team building, Agile / Scrum, Product management, Talent acquisition

EDUCATION & CERTIFICATIONS

- MBA in Strategy — University of Tehran
- B.Sc. in Computer Science
- Certifications: Microsoft Certified Solutions Developer (MCSD) · Professional Scrum Master I (PSM I) · AWS Certified Solutions Architect