Bjartur Sigurbergsson

Builder-first engineering leader. 7+ years of hands-on experience shipping impactful products and leading teams. Passionate about turning data into product insight, scaling systems, and driving strategy from zero to one.

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Highlights

- Launched a new product from scratch: Led development of Nurture, an Airbnb-style marketplace for nurseries, from concept to production (Next.js, AWS Lambda, DynamoDB).
- Drove product-led growth: Co-founded the Growth team, shipping in-app self-serve purchasing and onboarding to support a shift from sales-led strategy to product-led
- Modernized data infrastructure: Overhauled the warehouse stack with dbt and ELT pipelines, enabling faster, more accessible insights.
- Brought AI into dev workflows: Led a company-wide initiative to apply AI to code generation, test coverage, and documentation.
- Enabled data-driven product teams: Introduced Superset and trained teams on Mixpanel to empower self-serve analytics.
- Raised engineering visibility: Initiated and contributed to the company blog, sharing technical insights and fostering external engagement.

Work Experience

Famly

Engineering Manager & Data Strategist   February 2024 - Present

- Leading engineering for the Growth department (9 engineers), partnering with VP of Growth to establish product-market fit in the US.
- Driving AI adoption across the company and modernizing our data infrastructure (dbt, ELT, Evidence).
- Hands-on contributor in Scala, PHP, and TypeScript, staying close to product delivery.

Engineering Manager   February 2023 - February 2024

- Led a team of 7 engineers, driving product-led growth, activation and self-serve onboarding
- Introduced Superset for self-serve analytics and contributed to our internal data warehouse.
- Launched our engineering blog to share technical work and attract talent

Team Lead & Senior Engineer   May 2022 - February 2023

- Hired and led the Growth engineering team from scratch.
- Built and launched Nurture, a new marketplace for nurseries.
- Evangelized product analytics with Mixpanel across the company.

Lead Growth Engineer   August 2021 - May 2022

- Co-founded the Growth team; drove shift from sales-led to product-led.
- Built MLPs for in-app purchasing and self-serve onboarding.
- Mentored junior engineers and defined team processes.

Frontend Engineer   April 2019 - August 2021

- Shipped major features across teams: video chat, staff scheduling, navigation, and more.
- Contributed to CI/CD and mobile builds using Capacitor.

Precis Digital

Software Developer   August 2017 - March 2019

- Built full-stack features in Django and React for an internal marketing optimization platform.
- Collaborated closely with the data science team to deliver tooling for performance insights and automation.

Skills

- Software Engineering: TypeScript, Scala, React, Next.js, PHP, Python, Node.js, AWS (Lambda, CDK, S3), DynamoDB, PostgreSQL, MySQL, CI/CD (GitHub Actions, CircleCI), Capacitor (mobile)
- Data & Analytics: dbt, ELT pipelines, Superset, Mixpanel, Hotjar, Bucket
- Leadership & Strategy: Team building & mentorship, Product-led growth, Zero-to-one product development, AI/LLM tooling in dev workflows, Cross-functional collaboration, Data-informed decision-making

EDUCATION

IT University of Copenhagen

MSc in Software Development   2019

- Focus: Algorithms and Natural Language Processing
- Thesis: Multilingual Hate Speech Detection using BiLSTMs

University of Iceland

BSc in Software Engineering   2017