



Rui Baiao

ENGINEERING MANAGER

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Profile

Engineering Manager with 15+ years of experience across software engineering, Agile mastery & coaching, team leadership and strategy, spanning consulting and in-house roles across automotive, software asset management, energy, multimedia, education, IoT, among others.

Experienced in leading cross-functional engineering teams, delivering scalable web platforms, and shaping environments where senior engineers can do their best work. Strong background in frontend platforms, web architecture, team coaching and enablement, delivery leadership, and pragmatic process improvement.

Currently expanding engineering leadership through hands-on AI adoption, using tools such as GitHub Copilot, Microsoft 365 Copilot, Claude Code, OpenAI Codex, Lovable, and agentic workflows to accelerate development and productivity. Focused on applying AI where it creates real leverage: reducing friction and helping teams move faster without lowering standards.

Known for fairness, transparency, calm leadership, and a sense of humor that keeps teams grounded even when the road gets rough. Passionate about building high-performing teams, growing people, driving sound architectural decisions, and keeping processes lean, useful, and human.

Employment History

Engineering Manager, Volvo Cars, Stockholm

Sept 2023 — Present

Led up to three cross-functional teams, including a platform team and multiple product teams building micro-frontend apps on that platform, balancing hands-on technical guidance with high-level coordination.

- Hire, build and lead senior, and self-driven team running Volvo's Connect web app platform—the foundation that lets product teams from all across Volvo Cars ship their own micro-frontend apps. A dynamic platform used by the network of 60 thousand retailers and 40 thousand Volvo internal users across more than 100 countries worldwide.
- Own the orchestration and authorization layer, from a React/TypeScript frontend to backend-for-frontend components, connecting to shared services like authentication and user management.
- Collaborated with sibling platform teams and multiple product teams, acting as the bridge that keeps the platform stable while still operating in a fast-paced environment.
- Active in several leadership initiatives to bring other divisions of leaders in Volvo Cars closer together to share experience and accountability.

Engineering Manager, Snow Software, Stockholm

Sept 2021 — Sept 2023

Details

Nationality

Portugal

Date / Place of birth

11/02/1985

Lisbon, Portugal

Links

[LinkedIn](#)

[Github](#)

[Eon Rift \(Music project\)](#)

Skills

People Management & Mentoring

██████████

Cross-Functional Team Leadership

██████████

Recruitment & onboarding

██████████

Continuous Career Development

██████████

Claude Code

██████████

OpenAI Codex

██████████

Github Copilot

██████████

Copilot 365

██████████

Agile Methodologies

██████████

Product Management

██████████

NodeJS / Express

██████████

Budget Management

██████████

ReactJS

██████████

Heavy involvement in growing a Software Asset Management platform with the vision of providing our customer base with in-depth and transparent insights to their software and hardware assets, tech spending and cloud-costs.

- Led multiple cross-functional teams with a frontend focus, delivering UI and design system components for a large-scale Software Asset Management platform.
- Acted as a primary stakeholder in high-level architecture decisions, collaborating closely with Product, Scrum Masters, and Engineers to drive innovation and product quality.
- Introduced and refined Agile processes, continuous OKR planning, and roadmap prioritization.
- Recruited, coached, and developed team members to build a strong, cohesive engineering culture.

Senior Software Engineer / Team Lead, Fortum Sweden, Stockholm

Dec 2017 — Sept 2021

Lead front-end developer, Scrum master and recruiter at Fortum Sweden, working in Internet of Things projects, mainly related to Smart Housing, Electric Vehicles and Hydro energy trading, leveraging the power of tools like React, React Native and Typescript

Senior Software Developer, Frost, Stockholm

Mar 2015 — Nov 2017

Senior fullstack developer in a startup environment. Worked with tools like Node Js, Swift, Angular Js, React and React Native in projects related to e-Learning, energy and travelling.

Volunteer, Children and Women Promoting Center, Sauraha, Nepal

Jul 2014 — Aug 2014

While traveling the world, volunteered at a local community in a country like Nepal, where all the help they can get is required. Worked in a children home, helping with their education and with house-keeping.

Software Engineer, Safira, Lisbon

Apr 2013 — Jun 2014

Full stack software engineer working in both Web and Mobile projects related to Customer-Relationship Management, using tools like Sencha Touch, IBM BPM, Worklight and Java

Motion Designer / Video animator, Freelancer, Lisbon

Aug 2012 — Mar 2013

Freelancing online, doing custom video animations on-demand using technologies like After Effects, Adobe Premiere and Cinema 4d for 3D animation. Film editing and post-processing

Software developer, KCSIT France, Paris

Jan 2011 — Jul 2012

Worked in Paris for one year as a front-end consultant, in the nuclear energy and later Smart TV interface sector. Worked with mainly Action script and Javascript

Software developer, Novabase Portugal, Lisbon

Apr 2009 — Dec 2010

React Native



HTML5 / CSS



Angular JS



IOS Swift



Java



MongoDB



CI/CD pipelines & DevOps collaboration



Grafana & Sentry Observability & RUM



KPI & OKR definition and tracking



Music Production & Sound Design



Film-making



Photography Editing



Hobbies

Travelling, Guitar playing, Electronic Music Production, Photography, History, social dynamics & Self-development, finance & gaming

Languages

Portuguese



English



Swedish



Spanish



French



Internship. Development of a telecom Java / Actionscript based prototype that was later sold to Vodafone Portugal. Development of social tools that were included in an interface that would be accessible from the TV.

Worked on the backend systems of the Social Security of Portugal

Education

Bachelors in Computer Engineering, Faculdade de Ciencias e Tecnologia, Universidade Nova de Lisboa, Lisbon

Sept 2003 — Apr 2009

A true intellectually challenging space where are the tools to learn how to think properly and how to hard-wire your brain to be a skillful IT professional are in place. A fantastic atmosphere where I met some of the best friends I kept to this day.

Post-grad in Audiovisual and Multimedia, Escola Superior de Comunicacao Social, Lisbon

Sept 2012 — Jul 2013

A pursuit of a passion about movie making and a desire to become more technically and critically aware of what it takes to be a skilled movie director. I had the opportunity to learn those things and to gain a deeper understanding of the world of film and image.