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# Daniel Soro Coicaud

SAP Commerce Cloud Tech Lead · Full-Stack & Mobile Developer

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**16+**

Years of experience

**16**

Notable projects

**5**

Companies · 3 countries

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## PROFESSIONAL SUMMARY

Senior Full-Stack & Mobile Developer with over 16 years of hands-on experience delivering complex software solutions across web, mobile, and enterprise e-commerce platforms. Currently serving as SAP Commerce Cloud Tech Lead at Pivotree, leading the B2B portal development for Groupe Touchette (Canada) and coordinating distributed teams across Spain, Canada, and India. Proven track record in team leadership, technical architecture, and Agile delivery. SAFe 5 Practitioner certified. Passionate about clean code, emerging technologies, and the application of AI tools — Gemini and Claude — to accelerate development and task management workflows.

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## PROFESSIONAL EXPERIENCE

**2022 – Present**

### SAP Commerce Cloud Tech Lead

Pivotree

Leading the end-to-end development of the Groupe Touchette B2B portal (Canada) since day one, managing cross-functional teams distributed across Canada, Spain, and India. Responsible for backend and frontend development, technical roadmap, and platform integrations between SAP Commerce Cloud and SAP S4/HANA. Applied AI-assisted workflows using Gemini and Claude to improve team productivity and task management efficiency.

**2017 – 2022**

### SAP Commerce Cloud Tech Lead

Seidor

Led multiple international B2B/B2C e-commerce projects: Derco's Dealer Portal (vehicle & spare parts management), the unified product platform for Puig (Carolina Herrera, Paco Rabanne, Penhaligon's, Queendom) using Hybris + Drupal, and Bihr's B2B/B2C platform — the leading European distributor for motorcycle equipment, hosted on SAP Commerce Cloud.

**2015 – 2017**

### Software Architect / Engineer

S2 Grupo

Developed VoIP-based mobile applications for iOS and Android, implemented real-time collaborative platforms for risk analysis, and supported security projects involving digital signature processes. Strengthened expertise in Spring, NodeJs, Python, websockets, and Swift.

**2014 – 2015**

### Hybris Frontend Developer

Oramon

Maintained and enhanced theSting.com (Hybris-based fashion e-commerce), applied internationalization rules, built automated testing tools with Selenium, and developed a Point-of-Sale Android app for physical stores.

**2008 – 2014**

### Full-Stack Developer

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Built mobile apps and frameworks for iOS and Android, REST services with Spring, web administration platforms, GIS-based tools, and CMS-based websites. Held team leadership and project management responsibilities.

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## TECHNICAL SKILLS

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<b>Languages</b>	Java EE, JavaScript, Swift, Objective-C, PHP, Python, C/C++, SQL, HTML5, CSS3
<b>Frameworks</b>	Spring, SAP Commerce / Hybris, Angular, NodeJs, Bootstrap, Backbone, Cordova, iOS & Android SDK
<b>Tools &amp; DevOps</b>	Git, Jira, Jenkins, Sonar, Maven, IntelliJ, Xcode, Android Studio
<b>AI &amp; Emerging</b>	Gemini, Claude, Claude Console · AI-assisted development & task automation
<b>Methodology</b>	SAFe 5 Practitioner, Scrum, Agile, Team Leadership, Cross-org coordination
<b>Design</b>	Adobe Photoshop, Premiere, After Effects, AutoCAD, 3ds Max

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## NOTABLE PROJECTS

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|--|---|
| ■ Groupe Touchette — B2B Portal (Canada) | ■ Derco Dealer Portal — B2B Automotive                                |
| ■ Bihr — B2B/B2C E-commerce Platform     | ■ Carolina Herrera / Paco Rabanne / Penhaligon's — B2C Luxury Fashion |
| ■ LYNXed by Fermax — Mobile App          | ■ Mobitransit Helsinki — Mobile Transit App                           |
| ■ Lladró Catalog — Mobile App            | ■ MAPFRE Office Locator — Web / GIS                                   |

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## EDUCATION & CERTIFICATIONS

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<b>Computer Engineering Degree (Plan 97)</b>	Universidad Politécnica de Valencia · 2005–2011
<b>SAFe 5 Practitioner</b>	Scaled Agile Inc.

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## LANGUAGES

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<b>Spanish</b>	Native
<b>English</b>	Professional — High level, written and spoken
<b>French</b>	Professional — Native spoken level

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