



Hi, I'm David Lorenzo 🙋

(but everyone just calls me Loren)

Product Engineer · Hands-on Technical Founder & CTO

I build products on the WhatsApp Business API

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Almería, Spain · Remote

↓ the numbers that matter

20+ yrs

full-stack engineering & leadership

€300K ARR

bootstrapped on WhatsApp API

€1M ARR

scaled & sold to Efficcy (SumaCRM)

€2M/mo

GMV scaled at Chicfy (from €300K)



Meta Certified

WhatsApp for Business Tech. Implementation

Technical founder and hands-on CTO with 20+ years building and scaling SaaS products. I've spent my whole career as close to the code as possible: in every CTO role, **80% of my work has been writing production code as a full-stack developer**, while also owning architecture, technical strategy and hiring. I believe the best technical leadership.

For the last 4 years I've been co-founder of **ManyContacts, a WhatsApp Inbox + AI platform built directly on the WhatsApp Business API** and bootstrapped to €300K ARR. I built the product end to end — inbox, automations, AI agents — and also did the product research, closed the sales and answered the support tickets. That gives me a rare, practical view of business messaging: from webhooks, templates and API pricing to the growth and performance use cases customers actually pay for.

Before that: scaled SumaCRM to €1M ARR and through its acquisition by Efficcy, and grew Chicfy's marketplace from €300K to €2M in monthly GMV. I ship fast, talk to customers daily, and turn conversations into revenue-generating product.

Where I've built things *always shipping, always in the code*

Co-founder & CTO — ManyContacts **WhatsApp Inbox + AI**

2021 – now

Bootstrapped to **€300K ARR, 200 paying customers**, no external funding.

- Built the entire platform hands-on, on the WhatsApp Business API: shared inbox, automations, chatbots, AI agents, mobile apps and public API.
- Owned product research, design and strategy; ran sales, onboarding and technical support — the full customer lifecycle.
- Designed the architecture and ran the AWS infrastructure: real-time messaging at scale, webhook processing, search.

Stack: Node.js (Express), Vue.js, MySQL, Redis, Elasticsearch, AWS, Ionic, Swift, OpenAI/LLM APIs, WhatsApp Business API.

CTO (hands-on) — Blarlo

2020 – 2022

AI-powered translation platform, bootstrapped. Tech direction and strategy while spending most of my time on full-stack development: client platform, translator marketplace, order/workflow engine and MT/AI engine integrations.

Stack: PHP (Symfony), Vue.js, MySQL.

CTO (hands-on) — SumaCRM acquired by Efficcy

2017 – 2020

SaaS CRM scaled to **€1M ARR and 3,000 paying customers** with a 4-person team.

- 80% of my time writing production code across the whole stack — features, billing, integrations, performance — alongside tech direction, hiring, training and business/dev processes.
- Led the technical due-diligence for the acquisition (2019); stayed on as Head of R&D Spain at Efficcy until Apr 2020, integrating teams and products post-acquisition.

Stack: PHP (Symfony), Vue.js, jQuery, MySQL, Redis.

CTO (hands-on) — Chicfy acquired by Vinted

2015 – 2017

C2C fashion marketplace: GMV from **€300K to €2M per month**, 1.5M users, 10M+ products.

- Full-stack development at real scale: 180M API requests/day, 8M+ push notifications/day, 10M+ emails/month.
- Owned architecture and DevOps for a platform under continuous TV-ad traffic spikes.
- Led, coached and hired a 7-person team (3 full-stack, iOS, Android) while staying in the code.

Stack: PHP, MySQL, jQuery, Redis, AWS.

Software Engineer → Head of Frontend & Mobile — Anfix

2011 – 2015

SaaS invoicing & accounting for SMBs.

- Joined as junior Java backend developer; moved to frontend (React) for ~3 years, ending up as **Head of Frontend**, while also owning DevOps.
- Took over iOS development (iPhone & iPad) solo, then created and led the mobile team (2 iOS, 2 Android) as **Head of Mobile**, in parallel with frontend.

Stack: Java, React, JavaScript, iOS (Objective-C/Swift), Android, DevOps.

Java Backend Developer — ALTEN

2007 – 2011

Analyst-programmer building backend systems for the Spanish Ministry of Labor. Java, web applications.

Talks & community

Speaker at AlmeríaTech Tech Talks (2024):
“How to found a startup as a developer: the honest guide”

Education & languages

CFGS Software Development — IES Julián Marías, Valladolid (2003–2005)
Spanish (native) · English (professional)