

Gladwin Louise G. Cedeño

Software Engineer | Program Manager | Technical Project Manager | Scrum Master

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Senior engineer and technical program leader with 10+ years building and governing large-scale web and content systems, including 5+ years leading cross-timezone engineering teams. Led a 17-engineer team across five global offices at American Express, owning CMS architecture and turning policy, compliance, and stakeholder requirements into shipped, auditable systems across six international markets. Motivated to apply systems-architecture and program-execution experience to AI safety. MBA, Management Information Systems.

QUALIFICATION HIGHLIGHTS

- 10+ years of software and web development experience
- 5+ years leading cross-functional Agile/Scrum teams as a Technical Program/Project Manager, including direct people management of engineers and vendors across global time zones
- Proven ability to manage competing priorities, balancing new features, technical debt, and budget/ROI tradeoffs across distributed teams
- Skilled at translating technical concepts into clear, data-backed recommendations for stakeholders at every level, from engineers to VP/executive leadership

CORE COMPETENCIES

Program & Technical Leadership: PRDs & User Stories, Backlog Grooming & Prioritization, Agile/Scrum Product Owner, Release & Risk Management, Program Lifecycle, Roadmapping, Release & Dependency Management, Risk Management, Executive Stakeholder Alignment, Global Team Coordination, Cross-Functional Leadership

Frontend Craft: Design System Standardization, Technical SEO, Core Web Vitals, Performance Optimization, Responsive Design, Accessibility

AI & Tooling: Prompt Engineering, Generative AI Pipelines, MCP Integration, text-to-image/video/voice, AI-Assisted Development

Architecture & Engineering: APIs, Distributed Systems, System Integration, Web Applications, Scalable Architecture

Languages & Frameworks: JavaScript, React.js, React Native, PHP, HTML5, CSS3, jQuery, Node.js, Java, C/C++, SQL

APIs & Integration: REST APIs, Webhooks, JSON, AJAX, XML, Twilio API, Third-party API Integration, Data Synchronization

Platforms & CRM: Zoho CRM, WordPress, Drupal, Shopify, Adobe Experience Manager (AEM)

Databases: MySQL, SQL Server, Database Design, Query Optimization

Development Tools: Git, GitHub, VS Code, Tortoise SVN, JIRA, Confluence, NPM, Bootstrap, Claude Code

Methodologies: Agile/Scrum, SDLC, Test-Driven Development, CI/CD, Code Review, Performance Optimization

PROFESSIONAL EXPERIENCE

Founder & Technical Consultant | Genri Labs

Los Angeles, CA • Jul 2026 – Present

- Founded a technology consulting practice delivering custom software, web applications, and digital solutions for small businesses.
- Lead the end-to-end software development lifecycle from requirements gathering and solution design through deployment.
- Conduct business and systems analysis to translate client needs into scalable technical solutions.
- Develop technical documentation, product roadmaps, and implementation plans to guide product development.
- Research emerging technologies and manage project execution to deliver high-quality software solutions.
- Drive business development by identifying client opportunities and aligning technology solutions with business goals.

Side Projects & Graduate Studies | Independent

Los Angeles, CA • Feb 2021 – Present

- Completed MBA, Management Information Systems — International American University, June 2026
- Researched the market and built an MVP for an AI ecosystem intelligence platform, defining data models and a React.js dashboard to validate the product hypothesis with early users
- Scoped and prioritized features for a multi-tenant rental property management product, weighing operational needs against technical constraints to define an MVP feature set
- Built and documented internal processes and publishing workflows for personal web projects, including content governance and structured page assembly
- Built a generative AI content pipeline for educational technology (text-to-image/video/voice)

Software Engineer — Systems Integration & CRM Automation (CPT Contract) | NDA

Los Angeles, CA • Apr 2023 – Jun 2023

- Led end-to-end integration of the Twilio messaging platform into Zoho CRM, defining system workflows and aligning technical and business requirements
- Customized and optimized Zoho CRM, Learn, Projects, Creator, and Book applications, streamlining internal processes and improving overall efficiency by 30%
- Published and maintained a WordPress-based medical directory platform and developed customized plugins, owning content accuracy, visual consistency, and QA — contributing ~25% of company revenue

Project Manager / Senior Frontend Engineer | American Express

Hong Kong, SAR • May 2016 – Feb 2021

- Managed 15 engineers across Hong Kong, India, London, New York, and Phoenix, balancing new features, technical debt, and bug fixes to maximize ROI against business priorities;
- Built standardized reporting tools that cut report-prep time by 40%;
- Led a migration of 600 pages from a legacy system to Adobe Experience Manager and decommissioned 1,000+ outdated pages, improving system performance by 30%; drove related server-level initiatives (cookie policy, navigation, URL redirection) lifting performance by 70%
- Partnered directly with marketing teams and product managers translating technical constraints into clear direction and reducing publishing friction; drove alignment between engineering, product, and business teams, increasing stakeholder satisfaction by 20%
- Governed program lifecycles and pioneered risk-management structures that surfaced blockers before they became crises, accelerating delivery speed by 15% and presented the roadmap, risk, and budget status to the VP of Engineering and senior leadership

Freelance Web Developer | Self-Employed

Manila, Philippines • Aug 2014 – May 2016

- Gathered requirements directly from international clients across US, Australian, and Philippine markets and delivered 15+ custom WordPress/Drupal websites end-to-end
- Built cross-browser-compatible, mobile-responsive web designs with intuitive UI, increasing user engagement by 20% and achieving a 95% client satisfaction rate
- Improved user engagement and conversion through UI/UX optimization informed by usage data and client feedback

Front-End Web Developer | NorthgateArinso (now Alight Solutions)

Quezon City, Philippines • Mar 2011 – Aug 2014

- Developed enterprise web applications using modern JavaScript frameworks, improving page load speed by 40% and reducing bounce rate by 25%
- Implemented performance optimization strategies (lazy loading, caching, modular code), improving system efficiency by 15%
- Mentored and trained a junior Front-End Engineer, improving their coding skills by 50% and productivity by 20%
- Collaborated with cross-functional teams to identify and resolve performance issues across client websites, improving overall site performance and user experience by 15%

Front-End Web Developer | MozCom

Makati, Philippines • Aug 2009 – Feb 2011

- Executed development and implementation of cutting-edge technologies for 30 web projects, resulting in a 50% increase in mobile traffic and a 20% improvement in online sales for high-profile Philippine brands

OTHER EXPERIENCES

Web Support Engineer | NetSuite

Makati, Philippines • Dec 2014 – May 2015

SAP Support Engineer | Hewlett-Packard

Makati, Philippines • May 2009 – Aug 2009

Software Engineer | Digital Information Technology

Kawasaki, Japan • Apr 2008 – Dec 2008

TECHNICAL PROJECTS (In Progress)

- **AI Ecosystem Intelligence Database System** — Designing relational data models and SQL-driven analytics for AI benchmark and bias evaluation
- **Rental Property Management App** — Architecting multi-tenant workflows for property operations and payment processing
- **AI Tech Icon Series** — Building a generative AI pipeline (text-to-image/video/voice) for automated content creation

EDUCATION & CERTIFICATIONS

- MBA, Management Information Systems — International American University, completed June 2026
- B.S., Computer Engineering — Mapua Institute of Technology, Manila, Philippines
- Google Project Management Certificate
- Sun Certified Java Programmer

TECHNICAL SKILLS

Languages & Frameworks: JavaScript, React.js, Next.js, React Native, Node.js, PHP, Java, C/C++, HTML5, CSS3, jQuery, SQL, COBOL

CMS & Platforms: Adobe Experience Manager (AEM), WordPress, Drupal, Shopify, Zoho CRM, SAP, Salesforce, NetSuite, ServiceNow, Clarity

APIs & Integration: REST APIs, Webhooks, JSON, AJAX, XML, Twilio API, Third-Party Integrations, Data Synchronization

Databases: MySQL, SQL Server, Database Design, Query Optimization, Data Migration

Tools & DevOps: Git, GitHub, JIRA, Confluence, SharePoint, CI/CD, VS Code, NPM, Tortoise SVN, Bootstrap

AI & Emerging Tech: Prompt Engineering, Generative AI Pipelines, MCP Integration, Claude API, Machine Learning, text-to-image/video/voice

Methodologies: Agile/Scrum, SDLC, TDD, Code Review, Performance Optimization, Technical SEO, Core Web Vitals, Accessibility, Responsive Design, Cookie Privacy/Compliance

COMMUNITY, LEADERSHIP & CONFERENCES

- Google WomenTechmakers — Ambassador (2022–Present)
- Google Developer Group (GDG) Los Angeles — Co-Organizer (2024–Present)
- AnitaB.org / Syssters — Community Organizer, Filipinas in Computing (2023–Present)
- FaithTech Los Angeles — Meet-Up Lead (2026–Present)
- Conferences (2023–Present): Google I/O, Google Cloud Next, Grace Hopper Celebration, DevFest LA

BUSINESS-RELATED EXPERIENCE

CTO | Wander Deals (Travel Business Startup)

Manila, Philippines • May 2016 – Jul 2017

CTO | GoGoBaon (Food Business Startup)

Hong Kong, SAR • May 2018 – Jul 2019

INTERESTS & LANGUAGES

Interests: Technology, Travel, Cooking, Photography, Personal Finance

Languages: English, Tagalog, Japanese