

# Kim Lindberg

Engineering generalist · builder · problem-solver · ex-Careem (an Uber company) · Led the SuperApp launch · 20 yrs across consumer products, platforms, marketplaces

Dubai, United Arab Emirates · mail@kimlindberg.com · +971 52 223 4760 · linkedin.com/in/kimlindberg · kimlindberg.com

---

## SUMMARY

20 years building consumer products and platforms at scale. Most recently Senior Director of Engineering at Careem — MENA's largest super-app, acquired by Uber — where I led the SuperApp launch and orgs of 50–100 engineers across mobile platforms, food, and marketplaces.

Highlights from 9+ years at Careem:

- Led the SuperApp launch, replacing the existing Rides and Food apps in production.
- Shipped Careem's first multi-rider product (pooling) under competitive pressure from Uber — breaking a foundational 1-captain : 1-customer invariant across 20+ services.
- Performance and modernization wins: cut mobile cold-start by ~50% on the EverythingApp Platform; rebuilt basket/checkout on Careem Food (seconds → near-instant).

A generalist engineer who's stayed close to the craft through 20 years and 100-engineer org scope. Hands-on background (C++, C#.NET, Python → Java/Spring); last six months on a career break, exploring and staying sharp.

**Looking for** hands-on roles where I stay close to the technical work — building and solving real problems — with scope to own the bigger picture where it helps. Dubai, Europe, or remote.

---

## EXPERIENCE

### Senior Director of Engineering — EverythingApp Platform & New Ventures

Careem · Jan 2025 – Oct 2025 · Dubai, UAE

Led two parallel scopes: the EverythingApp Platform org and Careem's New Ventures portfolio.

**EverythingApp Platform** (~50 engineers, 4 teams) — mobile foundations, server-driven UI (AppEngine), and global experience components shared across every vertical.

- Cut mobile and mini-app cold-start times by ~50%, materially improving performance across every vertical in the app.
- Rebuilt the home screen and drove company-wide adoption of server-driven UI via AppEngine — product teams ship and iterate without app releases.
- Held ~99.9% crash-free sessions through the AppEngine expansion and aggressive performance work — major fundamentals changes delivered without regressing reliability.

**New Ventures** — Careem's umbrella for emerging businesses (Shops, Bikes, Box, Tenants). ~15 engineers across 4 verticals.

- Ran a lean structure with a single manager owning the full scope, defending critical resourcing against repeated pulls back to the core business.
- Restructured from 4 vertical-aligned teams into 2 (Shops + Box, Bikes + Tenants) once scope outgrew what one manager could sustainably carry — aligned with product and business; improved resilience and bus factor without adding headcount.
- Brought a Careem Bikes project under a hard external deadline from red to green — secured additional budget, hired under time pressure, delivered with healthy teams.

Stack: Kotlin (Android & Multiplatform), Swift, Go, Java/Spring, Kafka, AWS, Kubernetes, CI/CD.

### Senior Director of Engineering — Food

Careem · Jan 2024 – Jan 2025 · Dubai, UAE

Led engineering for Careem Food — ~60 engineers across 5 teams owning the end-to-end ordering experience.

- Restructured the management layer around end-to-end domain ownership — clarifying initiative ownership where teams had been split functionally, and eliminating cross-team handoffs.
- Closed a senior-engineering gap by hiring or moving in Staff Engineers across Android, iOS, and backend — anchoring each discipline with a coach to level up engineers and surface management blind spots.
- Rebuilt basket/checkout and migrated core ordering and search flows off legacy PHP — checkout latency from seconds to near-instant, removing constraints the org had carried for years.
- Drove critical (S0) incidents to near-zero through reliability investments and operational discipline.
- Introduced end-to-end automated testing (backend + mobile), enabling frequent releases with minimal manual QA.

*Stack: Go, Java/Spring, Kotlin, Swift, AWS, Kubernetes, Kafka.*

## Senior Director of Engineering — Vertical Engineering

*Careem · Jan 2023 – Dec 2023 · Dubai, UAE*

Took on engineering leadership across all five Careem verticals — Food, Groceries, Rides, Bikes, and Captain — as the central point for prioritization, resourcing, and technical direction across ~100 engineers.

- Built Careem's first independent vertical engineering organization — staffing each vertical with its own backend engineering for the first time, with structure calibrated to maturity (functional for mature verticals, cross-functional for emerging ones) and a single engineering leader per vertical aligned to product. Org-health metrics held through the change.
- Drove cross-vertical infrastructure and platform programs — Kubernetes migration, CI/CD onboarding, AWS cost-savings, internal-platform adoption — coordinating centrally with EMs and PMs to deliver several ahead of schedule.
- Invested in mobile quality across verticals — adopted Maestro for E2E automation (~40 regression tests live by year-end) and introduced performance tooling (TTI, image loading) so teams could systematically debug mobile performance.

*Stack: Go, Java, Kotlin, Swift, AWS, Kubernetes.*

## Director of Engineering — SuperApp Platform

*Careem · Aug 2019 – Dec 2022 · Dubai, UAE*

Built and led the engineering team behind Careem's SuperApp — the project that merged Food and Rides into a single product and replaced Careem's existing apps across the region.

- Took the SuperApp from internal experiment to full production launch, rolling it out across the region and replacing the company's existing Rides and Food apps.
- Grew the platform team from ~15 to ~50 engineers; peaked at ~92 after absorbing vertical engineering late in the role.
- Introduced a unified release process across product teams — CI/CD, shared QA, weekly release train — getting independent teams to ship coherently.
- Cut mobile build times by ~60% across the org through an M1 laptop upgrade program.
- Held the team through layoffs and rebuilt EM coverage internally when external hires fell through — including a successful IC-to-EM promotion.
- Expanded scope into shared cross-vertical experiences (home, navigation, global components), establishing the platform that later teams built on.

*Stack: Kotlin (incl. KMP), Swift, Go, Java/Spring, AWS, Kubernetes.*

## Senior Engineering Manager / Technical Lead — Marketplace

*Careem · Mar 2016 – Aug 2019 · Dubai*

Led the team behind Careem's real-time marketplace systems — dispatching, ETA, captain tracking, and booking — operating across the MENAP region (~20 cities). ~20 engineers based in Dubai.

- Technical lead for Careem's pooling launch — the company's first multi-rider product, delivered under competitive pressure from Uber on a tight timeline. Required breaking the 1-captain : 1-customer invariant that ran across 20+ services (dispatching, booking, customer and captain apps); shipped successfully into production.

- Drove ongoing improvements to dispatching, in-ride dispatching, ETA, and tracking — feeding fleet utilization and reliability across the marketplace.
- Started hands-on contributing code; grew into full ownership of delivery, hiring, and team performance.

*Stack: Java/Spring, Kafka, AWS (EC2).*

## **Independent Consultant / Software Engineer**

*Freelance · 2014 – 2016 · Stockholm*

Independent consulting work embedded with clients across telecom and consumer products — including large-scale e-commerce and platform systems for 3.dk and Boxer. Co-founded Genifejden, a consumer trivia game that hit 4,000+ users in three months.

## **Senior Software Engineer**

*Isotop AB · 2010 – 2014 · Stockholm*

Tech lead at a consultancy delivering enterprise web and e-commerce systems for clients including Handelsbanken Capital Markets, Bemz, NCC, and STF. Owned architecture and delivery end-to-end on each project.

*Stack: C#/.NET, PHP, Python.*

## **Software Engineer**

*HiQ · Jul 2006 – 2010 · Stockholm*

Consultant embedded with enterprise clients (Sony Ericsson, Motorola, Symbian) on backend and integration projects — working inside client teams across multiple engagements.

*Stack: C++, C#/.NET.*

## **Software Engineer**

*Blocket · 2006 · Stockholm*

Worked on Sweden's largest classifieds platform during my degree thesis (search and indexing).

*Stack: C, PHP.*

---

## **EDUCATION**

### **KTH Royal Institute of Technology**

*Bachelor of Science in Engineering, Computer Engineering · 2003 – 2006*

### **Hawaii Pacific University**

*Bachelor's degree, Computer Science · 2002 – 2003*

---

## **SKILLS**

Distributed Systems · Platform Engineering · Real Time System Design · Engineering Leadership · Organizational Design · Hiring · Mobile Platforms · Java · Python · C#

---

## **LANGUAGES**

Swedish (Native) · English (Full Professional)