

EXPERTISE

I'm Sebastijan Bauman, and this are my
expertise in technologies and management.

TECHNOLOGIES

My experience with FileMaker, HubSpot, Jira, AWS and PHP for technical success.

Table of Contents

02	FileMaker journey
03	HubSpot experience
04	Jira experience
05	AWS experience
06	PHP experience

FileMaker journey.

Starting with FileMaker

I first started using **FileMaker** in **2006** while working for **Apple IMC**, the **authorised distributor for Apple in the Adriatic region**. My first FileMaker project was a **solution for tracking parts and repairs for Apple Authorised Service Centres**. I later worked for an **audit company** that served **large construction firms in the Adriatic region**, where I developed a **FileMaker solution for auditors** to **track time and expenses, manage approvals, and ensure compliance** with regulatory standards set by the **Slovenian Institute of Auditors**.

Expanding in London

In **2011**, I moved to **London** and joined **Chris Manton's Babelfix**, a **FileMaker Business Alliance Platinum Member**. I **managed and maintained FileMaker solutions** for clients across industries, including a **sound design studio, an antique furniture and lighting manufacturer, and a strategic intelligence firm founded by former MI6 officials**. These solutions supported **studio operations, manufacturing processes, and consultancy management**. In **2012**, I started my **own business**, delivering **FileMaker-based consulting and development** to London based companies, improving their **business operations through custom solutions**.

Engaging with the FileMaker Community

I was **deeply involved in the FileMaker community** when **Dominique Goupil** was CEO, **Ryan Rosenberg** was VP of Marketing & Services, and **Tony Speakman** and **Kieran Saunders** were with FileMaker, Northern Europe. I attended **TechNet meetings at Apple HQ in London, the FileMaker User Group led by Alan Stirling, and FileMaker DevCon conferences in the US**. I also developed a mobile app for on-the-go FileMaker Server management - the first of its kind at that time. As a **Platinum Member**, I received **beta versions of FileMaker** and contributed feedback on future releases.

Building FileMaker Products

In **2013**, I built Feedzon, a **web services platform for FileMaker developers**, together with **Chaim Bacon**. The platform automated business processes through **API-based integrations**, including **RoyalMail postcode lookup, Google Calendar, and Xero accounting software**. We showcased **Feedzon** and had a **booth at FileMaker DevCon in the US**. In **2014**, I co-founded **Nettle POS**, a **cloud-based POS system** allowing small businesses to sell **in-store, online, and on the go**. I built the **initial MVP in FileMaker Go**.

Following FileMaker's Evolution

After **2016**, my focus shifted toward other technologies, but I continued supporting existing FileMaker solutions. As the platform evolved into **Claris**, I have stayed connected, keeping up with its latest developments and capabilities.

HubSpot experience.

Starting with HubSpot

I first started working with **HubSpot in 2017**, not as a CRM user but as a **developer and integrator**. My focus was on **migrations, custom objects, and API integrations**, helping businesses extend HubSpot beyond its standard CRM functionalities. Over the years, I have worked on projects that require **customisation, automation, and structured data management**, enabling companies to optimise their workflows and improve efficiency.

Migrating to HubSpot

One of my first tasks with HubSpot was handling **data migrations from legacy systems**, ensuring businesses could transition smoothly without data loss. I worked on **data integrity processes**, including **deduplication, cleaning, and formatting**, to maintain accuracy and consistency.

Integrating with Custom Solutions

I developed custom **API integrations** to enable external solutions to interact with HubSpot, allowing **seamless data exchange**. Many businesses relied on HubSpot as a central system but needed their own solutions to **access HubSpot data, automate workflows, and keep processes aligned**. These integrations improved efficiency and maintained a structured flow of information across solutions without disrupting operations.

Building Custom Objects

I developed **custom objects** to allow businesses to **store and manage unique data** within HubSpot. In addition, I worked on **object associations and custom properties**, ensuring that **data relationships were structured correctly** and aligned with business needs.

Hiring and Managing Specialists

Many companies used HubSpot as their **CRM** and needed a dedicated **specialist** to manage **data, workflows, and customisations**. While these roles did not require deep technical expertise, they were **essential for maintaining CRM accuracy and efficiency**. I helped businesses **identify, hire, and manage HubSpot specialists**, ensuring they had the right person to **handle ongoing data management and platform configuration**.

Following HubSpot's Growth

As **HubSpot expanded beyond CRM**, I adapted my approach to **optimise automation, improve integrations**, and help businesses **maximise HubSpot capabilities**. My focus shifted to **technical development, strategic implementation**, and working with **HubSpot specialists** to ensure businesses could **make full use of their setup**.

Jira experience.

Starting with Jira

I started working with **Jira** in **2014**, setting up and managing projects to support **engineering and design teams**. My focus has been on **issue tracking, structured project workflows, access control, and reporting**, ensuring teams have a clear process for managing tasks, tracking progress, and collaborating effectively.

Supporting Agile Development

I configured **Scrum and Kanban boards** to support engineering and design teams, setting up workflows for **sprint planning, backlog management, and sprint reviews**. I also worked with **roadmaps** to help teams **plan and track project milestones**, ensuring **long-term objectives remained aligned with sprint based workflows**.

Setting up and Configuring Projects

I created and configured projects in **Jira** from the ground up, ensuring they aligned with **engineering and design workflows**. This included defining **issue types, custom fields, and required data inputs**, as well as configuring **screens, field layouts, and workflows** to support **agile development and structured design workflows**.

Defining Workflows and Automations

I designed **custom workflows** that aligned with project needs, integrating **approval processes, controlled transitions, and automation rules**. Using **Jira Automation**, I streamlined repetitive tasks by setting up **automatic issue transitions, notifications, and triggers**, ensuring **structured workflows across software development and design projects**.

Managing Access and Permissions

I set up and managed **user roles, project-level and global permissions**, ensuring **controlled access** to sensitive project data. I also configured **structured approval processes** to help teams maintain **security and workflow integrity**, providing the right level of oversight for **workflow approvals, issue progression, and critical task transitions**.

Integrating with Tools and Reporting

I integrated **Jira** with **Slack, GitHub, Confluence, and Figma**, enabling **seamless communication, version control, documentation tracking, and design collaboration**. I also configured **dashboards and reports**, providing **real-time insights into project performance**, including **burndown charts, issue trends, and team productivity metrics**. Additionally, I have worked with **Jira Service Management** to support **service request workflows**.

AWS experience.

Starting with AWS

I started working with AWS in 2012, helping businesses set up **scalable cloud infrastructure** for various technical needs. My initial focus was on configuring **core services** such as **EC2 instances** and **S3 buckets**, while creating **secure, isolated environments** using **VPC** to **optimise performance, improve security, and ensure scalability**. I also managed **domain names** and **DNS routing** with **Route 53** and used **AWS Management Console** for **resource management**.

Deploying with CI/CD

I have experience implementing **continuous integration** and **continuous delivery (CI/CD)** pipelines using AWS tools like **CodeCommit**, **CodeBuild**, and **CodeDeploy**. I've automated code deployment and testing processes, improving software **release cycles** and reducing **manual errors**. Additionally, I configured **IAM** for managing **user access** and **permissions**, ensuring secure deployment workflows.

Managing Databases

I've worked extensively with **Amazon RDS**, including **Aurora** and **MySQL**, to manage and scale relational databases. I've optimised **performance, backups**, and high availability, ensuring efficient data handling. Additionally, I've utilised **Amazon OpenSearch** for search and analytics, and **Amazon Forecast** for data-driven predictions.

Building Scalable Solutions

I've **designed and deployed** scalable infrastructure on AWS to support high-traffic applications. I used **ELB** and **CloudFront** to distribute traffic efficiently and deliver content. Additionally, I utilised **AWS Elastic Beanstalk** to manage **auto scaling** and dynamically allocate resources based on **demand**, ensuring **optimal performance**. I also configured **AWS Certificate Manager** to manage SSL certificates, securing web traffic.

Managing Messaging and Events

I implemented **messaging and event-driven architecture** using **SNS**, **SQS**, and **SES**. These services enabled **real-time notifications**, **queue processing** for **decoupled applications**, **event-driven workflows**, and **email management**, improving **performance, scalability** and **reliability** across various **solutions** and **platforms**.

Continuous Learning

I am committed to **continuous improvement** to stay current with **AWS best practices** and emerging technologies. I'm expanding my expertise with **Amazon Lambda** for **serverless architecture**, **EKS** for **container management**, **CloudFormation** for **infrastructure automation**, and **Generative AI** for **summarisation** and **data analysis**.

PHP experience.

Starting with PHP

I started working with **PHP in 2001**, using both **procedural and object-oriented programming (OOP)**. Over the years, I have built **scalable solutions**, developed **custom APIs**, and integrated **third-party services**. I have worked with **modern PHP frameworks and libraries**, improving **performance, security, and maintainability** in web applications.

Utilising Laravel Framework

I have worked with **Laravel** for **building scalable applications**, handling **routing, middleware, and request validation**. I have used **Eloquent ORM** for **database management**, **Blade** for **templating**, and **Artisan** for **task automation**. For **authentication and security**, I have implemented **Laravel Sanctum and Passport**. I have also worked with **Laravel Queue and Jobs** for **asynchronous processing**, and more.

Integrating with 3rd-Party APIs

I have integrated **payment gateways** like **Stripe, Braintree, and PayPal**, and **authentication services** using **Firebase** for **Google, Apple, Facebook, and Twitter sign-in**. I have worked with **CRMs** such as **HubSpot, UtilityClick, and POWWR**, **energy market data providers** like **Marex and Elexon**, as well as **shipping providers, AI integrations, and more**.

Working with Libraries

I have worked with **AWS SDK for PHP** for **cloud integrations**, and **Guzzle** for **API requests**. For **data processing**, I have used **PHPExcel** for **Excel handling**, **mPDF** for **PDF generation**, and **PDFParser** for **PDF data extraction**. For **authentication**, I have used **JWT** for **token-based security** and **OAuth2 Client** for **third-party logins**. I have also worked with **PHPMailer** for **email communication** and **Twilio SDK** for **SMS notifications**, and more.

Handling Complex Data and Logic

I have built **solutions** that handle **complex business logic and large-scale data processing** in multiple industries. In **energy**, I worked with **market data and pricing models**, implementing algorithms for **contract evaluation and forecasting**. My experience includes **real-time analytics, high-volume processing, and performance optimisation**.

Continuous Learning

I continuously **learn and improve**, exploring **new frameworks, tools, and architectural patterns** to build better solutions. I have worked with **cloud services, AI integrations, and automation** to solve **complex problems**. My focus is on **improving performance, security, and maintainability**, ensuring **solutions evolve with business needs**.

MANAGEMENT

My approach to hiring, managing projects,
and leading teams for long-term success.

Table of Contents

- 08 Hiring individuals
- 09 Hiring development agencies
- 10 Managing projects
- 11 Product management approach
- 12 Managing teams & leadership approach

Hiring individuals.

Hiring Experience

I have hired for a wide range of **technical, creative, and operational roles**, including **developers, data analysts, product designers, graphic designers, marketing specialists, business administrators, and apprentices**. My hiring process ensures the **right talent** is selected efficiently while maintaining a **high-quality candidate experience**.

Defining Hiring Needs

I **identify team gaps, define role requirements, and set expectations** to align hiring with both short-term objectives and long-term business goals. I assess **skills, compatibility, and business needs** to ensure hiring decisions improve **team performance**, align with **company strategy**, and **support growth**.

Sourcing and Screening Candidates

I source candidates through **hiring platforms, recruitment agencies, professional networks, and referrals**. Many platforms include skill tests, helping filter applications efficiently. I review **CVs, and relevant experience**, while considering **work preferences, salary expectations, and location** before shortlisting candidates for the next stage.

Conducting Interviews

I follow a structured three-stage interview process:

1. **Initial Call** - Covers experience, motivation, and expectations
2. **Practical Assignment** - Tests technical ability, structured thinking, and problem-solving
3. **Review Session** - Discusses the completed task to assess approach, decision-making, and clarity

Additional steps depending on role:

- **Portfolio Review** - Evaluates past work and creative problem-solving
- **Cross-collaboration Interview** - Tests teamwork and adaptability across departments
- **Technical Pairing Session** - Assesses hands-on problem-solving in real-time
- **Stakeholder Interview** - Ensures alignment with business goals and leadership expectations

Making Hiring Decisions

I evaluate candidates based on **technical expertise, structured problem-solving, and cultural fit** to ensure **effective hiring decisions**. I involve **relevant team members** to help build teams that **improve execution, culture and success**.

Onboarding for Success

I establish a structured **onboarding plan** with **clear milestones, training, and regular check-ins** to ensure **new hires integrate quickly**. This approach ensures **productivity and engagement** from day one, helping them succeed.

Hiring development agencies.

Hiring Experience

I have extensive experience hiring development agencies across **India, Ukraine, and Poland**, helping companies **find the right partners**. Whether **starting a project, replacing an underperforming agency, or moving from in-house teams to external providers**, I evaluate agencies for **technical and operational fit**, ensuring seamless collaboration and success.

Defining Project Needs

The process begins with assessing **technical requirements, budget, and long-term goals**. I define **scope, expected deliverables, and collaboration models**, aligning agency capabilities with business goals.

Sourcing and Evaluating Agencies

I evaluate agencies through **industry networks, referrals, market research, and case studies**, assessing **technical capabilities, communication style, and project approach**. Client feedback helps verify reliability and expertise.

Conducting Reviews

I follow a structured evaluation process:

1. **Initial Call** - Understanding business needs, past work, and expertise
2. **Expert Discussions** - Evaluating technical approach, team structure, and problem-solving
3. **Proposal Review** - Reviewing project plan, estimated timelines, and cost structure

Additional steps depending on the project:

- **Technical Review** - Assessing specific expertise through direct discussions with specialists
- **Project Demo** - Providing a walkthrough of an existing project to align expectations
- **Test Collaboration** - Running a small project to validate capabilities before full engagement
- **Stakeholder Review** - Ensuring alignment with business objectives, expectations, and leadership approval

Managing Contracts and Collaboration

I establish **clear agreements** by defining **deliverables, performance metrics, and risk mitigation strategies**. Contracts include **realistic timelines and transparent pricing** models to prevent misalignment. I implement agile workflows, structured check-ins, and escalation paths, keeping agencies accountable and aligned with business goals.

Ensuring Long-Term Success

I ensure successful partnerships through **ongoing assessment and structured feedback loops**. I focus on **tracking performance, maintaining flexibility, and adapting to evolving business needs**. Long-term success is built on **trust, proactive communication, and continuous refinement** to ensure agencies consistently deliver **quality and efficiency**.

Managing projects.

Project Management Experience

I have managed projects across **development, operations, and business teams**, ensuring **structured workflows, open communication, and measurable progress**. My approach applies **agile and lean principles** to business needs, improving **efficiency, transparency, and delivery** while balancing **flexibility and structure** to stay on track.

Defining Project Scope

I work with stakeholders to refine **objectives, set priorities, and align deliverables** with business goals. Whether **implementing new solutions or improving internal processes**, I ensure projects stay structured and adaptable. I focus on defining **clear milestones, success criteria, and realistic timelines** to keep teams aligned.

Structuring Workflows

I design workflows that **optimise task managements, collaboration, and execution**. Using **Agile, Kanban, or custom processes**, I ensure teams stay focused while allowing flexibility to meet changing requirements. **Workflows help teams streamline delivery and maintain steady progress**.

Tracking Progress and Deliverables

I track project progress to ensure teams maintain **momentum and visibility** while delivering on business goals. Clear trackings ensures **stakeholders stay informed, teams stay accountable, and adjustments are made proactively**.

Project tracking process:

- **Defining success metrics** - Establishing clear goals for each phase and deliverable
- **Monitoring execution** - Tracking progress against timelines and milestones
- **Visualising data** - Using dashboards, reports, and performance tracking tools
- **Resolving blockers** - Identifying and addressing issues that impact delivery
- **Reviewing outcomes** - Ensuring completed work meets quality standards and business needs

Running Agile Meetings

I lead **kick-offs, stand-ups, planning sessions, and progress reviews** to keep teams aligned, proactive, and focused on outcomes. **Regular check-ins help teams stay structured, resolve blockers, and maintain steady progress**.

Improving Processes

I focus on **optimising workflows, tracking performance, and execution**. Iteration helps teams **increase efficiency, simplify operations, and adapt to priorities**. Refining workflows ensures teams **effective and responsive to changes**.

Product management approach.

Product Management Experience

I have worked across **startups and consultancy projects**, managing **product development** from **early-stage ideas to full-scale launches**. I have led teams in **defining, planning, and delivering** solutions, ensuring **alignment between business goals, technical feasibility, and market needs** to drive execution and long-term success.

Defining Product Needs

I work with stakeholders to **refine vision, set priorities, and assess feasibility**. I ensure product decisions **align with market demand, business goals, and technical constraints** while managing risk and evaluating complexity.

Building and Delivering Products

I take an **iterative approach**, helping teams **test ideas early and refine them based on real-world feedback**. I use **Minimum Viable Products (MVPs)** to validate concepts quickly, ensuring teams **prioritise functionality while keeping products scalable and adaptable**.

Setting Product Priorities

I structure roadmaps to balance **short-term goals with long-term strategy**. Using **MoSCoW prioritisation (Must-have, Should-have, Could-have, Won't-have)** and **impact vs effort analysis**, I help teams **prioritise high-value features**.

Prioritisation process:

- **Assesing urgency and feasibility** - Assessing business impact, customer needs, and technical complexity
- **Managing trade-offs** - Balancing speed, scalability, and available resources
- **Organising the backlog** - Keeping priorities structured and aligned with strategy
- **Aligning stakeholders** - Ensuring leadership, developers, and stakeholders stay on the same page
- **Revisiting priorities** - Adjusting based on feedback, market shifts, and evolving needs

Collaborating with Teams

I work with **engineering, design, and business teams** to **drive execution, mitigate risks, and maintain alignment**. I establish **structured workflows, clear decision-making processes, and feedback loops** to keep collaboration smooth. **Open communication** helps teams **deliver high-quality products while adapting to changes**.

Driving Growth and Improvement

I focus on improving products over time, keeping them **efficient, scalable, and aligned with business needs as they evolve**. I track **how features perform and where refinements are needed**. Continuous improvements help teams **increase reliability, simplify processes, and support long-term success**.

Managing teams & leadership approach.

Leadership Experience

I have managed teams across **engineering, design, operations**, ensuring **structured workflows, clear priorities, and effective collaboration**. My approach focuses on **driving accountability, improving execution, and aligning teams with business goals**. I have led **both internal and external teams**, ensuring seamless coordination and delivery.

Defining Team Structure

I **define team roles, align responsibilities, and set expectations** to build a **well-balanced structure**. Each team member has a **clear scope and ownership**, improving **productivity and collaboration**. Creating **accountability and defining responsibilities** helps teams stay **focused and work efficiently**.

Ensuring Accountability and Ownership

I ensure teams **take responsibility** for their work, meet expectations, and stay **focused on delivering results**. Structured processes improve ownership, execution, and alignment, keeping teams accountable and driving improvement.

I ensure team members take ownership in all these areas:

- **Clarifying responsibilities** - Setting clear ownership for tasks and deliverables
- **Defining expectations** - Establishing measurable goals and quality standards
- **Tracking commitments** - Monitoring progress to ensure follow-through
- **Resolving blockers** - Identifying challenges and enabling teams to stay productive
- **Providing feedback** - Supporting continuous improvement through reviews and discussions

Driving Collaboration & Communication

I encourage **open communication and cross-functional collaboration** to keep teams aligned. **Regular check-ins, structured updates, and documentation** ensure teams stay **informed, engaged, and aligned with shared goals**.

Setting Goals and Priorities

I establish **clear, measurable objectives** aligned with **business goals**. Structured planning helps teams break down work into **achievable milestones**, ensuring focus on **high-impact tasks** while maintaining **flexibility to adapt**.

Scaling and Adapting Teams

I support **team expansion** through **structured hiring, onboarding, and process improvements**. I help teams **expand startups or improve existing teams**, ensuring they stay **effective, aligned, and adaptable** to business needs. Clear structure helps maintain efficiency during growth.