

Nouri NOURI

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Solution Architect and Startup Founder with 10+ years of experience specialising in AI-driven and scalable cloud solutions. Proven track record of **designing, building, and launching multiple successful startups, delivering mobile apps, web SaaS, and cross-platform products into production** with scalable infrastructure. I excel at **cultivating scalable engineering teams** by implementing mature development processes, fostering **strong documentation standards** (design, architecture, test suites), and championing quality through comprehensive automated testing (unit, integration, E2E). Deeply leveraging AI/ML and cloud services, I craft high-performance, cost-efficient, and secure architectures that align with critical business development needs.

EXPERIENCE (HIGHLIGHTS):

CO-FOUNDER & CLOUD ARCHITECT, SOIRÉES ([HTTPS://SOIRE.ES](https://soire.es)); PARIS - 2023-PRESENT

- **Co-founded and architected a privacy-first web and mobile platform** for secure real-time photo distribution and management, handling sensitive data for **120K+ users across 13 countries**.
- Designed and deployed a **highly scalable, serverless AWS architecture** (Lambda, API Gateway, DynamoDB) to support high-volume events including **Paris Olympic Games 2024, Euro 2024, and Paris Fashion Weeks**.
- Developed the core mobile applications using **React Native**, integrating native modules where necessary (**Kotlin, Java** for Android; **Swift, Objective-C** for iOS) for optimal performance and deep system access.
- **Built and scaled the core team by recruiting three co-founders**, fostering a collaborative environment, and **managing operations for 80+ photographers**, ensuring seamless photo ingestion and distribution workflows at major international events.
- **Integrated advanced AI/ML capabilities for enhanced privacy**, leveraging **AWS Rekognition, on-device using TensorFlow Lite** for on-device face liveness detection and user-controlled content access (e.g., preventing unauthorised screenshots/recordings of others' photos).
- **Pioneered a new marketplace model for photographers and organisers**, implementing **Stripe Connect integration** to enable direct, secure payouts and facilitate new revenue streams.

- **Led product development with a strong user-centric approach**, continuously iterating based on feedback from **photographers and attendees**. Utilised **session recordings and comprehensive product instrumentation** to observe user behaviour and drive feature development from concept to launch across iOS and Android.
- Streamlined mobile **CI/CD** pipelines using **Fastlane** for automated builds, stores listing (translated to 19 languages), testing, and deployment across both iOS and Android platforms.

CTO, IDEEL; PARIS – 2021-2023, RAISED 2 MILLION EUROS

- Led the technical vision and roadmap for the platform, aligning technology strategy with business objectives and growth.
- Architected the platform with a serverless stack, ECS/Fargate, and integrated Textract and Rekognition for document processing and image analysis.
- Oversaw end-to-end project execution, from team recruitment to product deployment, ensuring scalability and reliability in a high-growth environment.

CLOUD ARCHITECT, M&N LABS; PARIS – 2018-2021,

- Launched **four SaaS & Mobile cloud-native products** leveraging React, React Native, Apollo, and custom serverless GraphQL with subscriptions on AWS, driving full-stack development and deployment.
- **Led rapid prototyping and proof-of-concept (POC) development**, including a "smart physical cart" solution that utilised **Nvidia Jetson boards (Edge AI)** and an **integrated scale** for real-time groceries detection, delivered to a key customer.
- Provided expert **cloud architecture consulting for startups**, successfully leading migrations to AWS and optimizing infrastructure for enhanced scalability, performance, and cost efficiency.
- Conducted **technical due diligence and architectural evaluations** for various startups (e.g., Tiller POS), providing strategic insights for technology roadmaps and infrastructure decisions.

ENGINEER MANAGER (CO-CTO), GETQUANTITY; PARIS – 2016-2018, RAISED 2 MILLION EUROS

- Led a team of 10 in building a lead generation SaaS platform, utilizing traffic analysis from a JS tracker and a custom link shortener.
- Architected the system with a microservices architecture on GCE (Kubernetes), leveraging Typescript and Python, mongodb cluster, cassadran, and ELK stack.
- Helped raised €2M in funding, driving product growth and ensuring scalable, high-performance infrastructure.

SOFTWARE ENGINEER LEAD, INTEL; TOULOUSE – 2015-2016, 2 YEARS

- Led a team of 3, collaborating with international teams in Ukraine, USA, and China to deliver IOTA support in Intel's CI/CD pipeline for Android AOSP.
- Worked primarily with Python and JavaScript, deploying solutions on AWS.
- Gained foundational, early-adopter experience with serverless architecture through participation in the AWS Lambda closed beta.

SOFTWARE ENGINEER CONSULTANT, IPSIS; RENNES – 2013-2015

EDUCATION:

INTERNSHIP @ IRISA - INRIA, 2012-2013 RENNES

Contributed to an INRIA research team (12 members) developing **online/offline handwriting recognition (OCR)** systems. **Engineered and integrated an RNN-LSTM model** using C/C++ and Python, significantly **improving the overall OCR performance** beyond existing HMM and SVM techniques.

ÉCOLE CATHOLIQUE D'ARTS ET MÉTIERS - LOUIS DE BROGLIE, RENNES

Prépa PTSI + Honors Degree in Engineering, Specialising in Computer Simulation – 1st in Class (2009-2013)

INSTITUT CONFUCIUS, UNIVERSITÉ PARIS 7 - 2018

Chinese Mandarin, HSK3

CERTIFICATIONS & CONTINUING EDUCATION:

- Formerly **AWS Certified Solutions Architect Associate**
- **Coursera:** Completed MLOps I Machine Learning Operations Specialisation and various cloud architecture courses.
- **Stanford Online:** Supervised Machine Learning: Regression and Classification (Andrew Ng's courses).

PRE-SALES & CUSTOMER-CENTRIC SKILLS :

- **SPIN Selling, MEDDPICC**, Multi-stakeholder deal strategy
- **RFI/RFP** ownership, Security & compliance reviews
- **TCO/ROI** modeling, Business case & value framing
- Executive-ready storytelling, tailored to **CxO audiences**
- **Workshops & discovery**, from pilot scoping to post-sale success
- **Demo engineering**, **GTM** enablement, technical sales assets
- **Design thinking**, Customer journey mapping & adoption

TECH SKILLS:

- **Cloud & Architecture:** Extensive experience in designing and implementing scalable architectures (Serverless, Microservices, Monolithic) on AWS since 2012. Proficient in EC2, Lambda, API Gateway, Step Functions, SQS, SNS, DynamoDB, Fargate, Rekognition, and Textract. Consistently optimized solutions to reduce costs and enhance performance for startup and enterprise clients. Used GCP (Google Cloud Platform) and Aliyun (Alibaba Cloud) in production.
- **Container Orchestration & Microservices:** kubernetes, helm, docker, etcd, istio
- **AI/ML Platforms & Frameworks:**
 - **Libs & Models Prototyping:** Python, Jupyter, Scikit, PyTorch, Tensorflow, Gensim, numpy, pandas
 - **Generative AI & LLMs:** Proficient in architecting and implementing solutions using AWS Bedrock, integrating with LangChain / LangGraph, LlamaIndex, MCP, Haystack for advanced RAG and agentic workflows.
 - Experience with vector databases including Weaviate, Pinecone, Qdrant, OpenSearch, and Redis with Vector Embedding Module for scalable semantic search. Familiar with local LLM deployment tools like Ollama, LMDeploy, LM Studio.
 - **Computer Vision & Image Generation:** Hands-on experience with fine-tuning and deploying generative image models using LoRA / QLoRA / PEFT (Hugging Face), leveraging interfaces like ComfyUI, InvokeAI, Automatic1111, and HuggingFace Diffusers. Familiarity with Replicate, Banana, RunPod for scalable inference, and Amazon SageMaker for model training and deployment.
 - **Speech & Audio:** Experience integrating speech-to-text with Whisper and advanced voice synthesis with ElevenLabs.
- **MLOps & AI System Design:**
 - **Model Deployment & Optimization:** Expertise in deploying and optimizing AI models for performance, including using ONNX Runtime / TensorRT for inference acceleration on various hardware.
 - **Hardware Integration:** Practical experience with edge AI deployments on Nvidia Jetson boards, and implementing YOLO algorithms (multiple versions) with OpenCV on hardware for real-time computer vision applications.
 - **AI Observability & Evaluation:** Skilled in implementing robust evaluation and monitoring strategies for AI systems using TruLens / Promptfoo / LangSmith for LLM testing, and WhyLabs, PromptLayer for production monitoring and debugging.
- **Data & Analytics:** Extensive experience in designing and implementing **scalable data pipelines** for acquisition, transformation, and ingestion, encompassing **real-time streaming** (e.g., **Apache Kafka**, **AWS Kinesis**) and **distributed processing** (e.g., **Apache Spark**, **Apache Airflow**). Proficient with diverse data storage solutions, including NoSQL, relational, **columnar databases** (e.g., **ClickHouse**),

Blob Storage, and vector databases (**Weaviate, Pinecone, Qdrant, OpenSearch, Redis with Vector Embedding Module**). Skilled in leveraging data for **observability, monitoring, and debugging** using tools like **ELK Stack (Elasticsearch, Logstash, Kibana), Splunk, Prometheus, Grafana** and **Jaeger**, ensuring robust data governance, quality, and privacy compliance across complex data ecosystems.

- **Programming:** Expert in JavaScript (TypeScript), Python, C#, and Java. Strong working knowledge of Perl, PHP, and Rust. Delivered production-grade applications across web, mobile, and cloud platforms.
- **DevOps & Security:** Implemented and maintained CI/CD pipelines for web and mobile environments, applying best security practices across Serverless, Microservices, and Monolithic architectures. Experienced with automated testing, code review, and infrastructure management.
- **Frameworks & Methodologies:** Experienced with Agile, Scrum, and AARRR frameworks for growth and product iteration. Applied these methods to rapidly deploy solutions and ensure alignment with business goals.

LANGUAGES:

- Fluent in French, English, Arabic, and basic Chinese (HSK3).

INTERESTS:

- Martial arts (Judo, Aikido), long-distance running, and Chinese philosophy for discipline and mental clarity.
- Board sports (surf, snow, skate) for adaptability and flow-state
- Motorcycle riding as a practice in risk management and control
- Ping-pong for focus, coordination and precision