



Iñigo Aldama

AdTech Backend Architect · RTB/SSP platforms at 160B+ requests/month · Async PHP

Mont-roig del Camp (Tarragona, Spain) · remote / hybrid

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I design and run programmatic advertising platforms that decide in milliseconds. 20+ years of backend work, the last 13 inside AdTech: an RTB bidder at 20 billion auctions a day, an ad server at 1 billion impressions a day and, today, Tappx's SSP. I move between architecture and the terminal: I design, code, deploy and measure cost per request. I'd rather measure than argue.

160B

ad requests/month on Tappx's SSP,
three data centres

20B

auctions/day on the Mobusi RTB bidder

1B

impressions/day on the Kimia ad server

EXPERIENCE

Senior Backend Engineer · SSP Platform Architecture

Mar 2025 – present

Tappx · Barcelona (remote) · programmatic SSP for apps, web and CTV: 500+ publishers, 160B+ ad requests/month, 190+ countries

- Redesign of the platform core on async PHP (Swoole), rolled out progressively to production across three data centres and validated with A/B tests against the current system.
- Hot deployments to production with zero errors and zero downtime.
- Lower infrastructure cost per request: profiling, CPU optimisation and fleet management on GCP (autoscaled groups, canaries, per-node weights).
- End-to-end observability (Grafana, ClickHouse); event pipeline on Kafka; demand integrations (OpenRTB), identity and consent (GDPR/TCF); Redis and Aerospike as low-latency stores.

Backend Developer

Aug 2024 – Mar 2025

Cinquo (then Localboss) · remote · Google reviews management SaaS

- First web version of the product and LLM integration: first hands-on experience with applied AI.

Tech Lead

Aug 2022 – Jul 2024

Widitrade · remote · e-commerce (dropshipping) and affiliate platform; lead-capture technology (Widileads)

- CTO transition: brought in as a consultant to capture the outgoing CTO's platform knowledge, document it and hand it over to the new technical leadership, then stayed on as Tech Lead.
- Technical leadership of the team: architecture, code review and mentoring.

CTO (side project with a partner)

Oct 2020 – Jan 2024

Linkatomic · sponsored-article marketplace for websites, blogs and media outlets

- The idea was my partner's; I built the platform end to end: product, architecture, backend and infrastructure.

PHP Developer

Aug 2019 – Dec 2021

Precio.com · remote · price comparison sites (precio.com, tarifas.com)

- APIs and third-party integrations, high-volume crawlers, CDN and server optimisation. Team mentoring.

RTB Architect

Apr 2015 – Feb 2019

Mobusi · Madrid · mobile advertising network

- RTB bidder architecture and exchange integrations: 20 billion auctions a day.
- Architecture analysis and refactoring; server configuration optimisation. Async PHP (Swoole), Redis, Druid, Elasticsearch/Kibana, Grafana, New Relic, CDN.

PHP Ad Server Specialist

Jul 2013 – Mar 2015

Kimia · Madrid

- Scaled the ad server to 1 billion impressions a day. Optimisation and campaign delivery algorithm.

PHP Developer (contractor)

Oct 2012 – Jun 2013

Spanish Ministry of Economy and Finance · Madrid

- Web architecture on public-administration digitisation projects (Symfony).

Senior PHP Developer

Mar 2007 – Jun 2011

Antevenio · Madrid · online advertising and marketing

- Redesign and implementation of the company's ad server management system. Email marketing system sending millions of emails a day (PowerMTA). PHP, database and MySQL query optimisation.

Early years: Geocaching · Arkham Multimedia · LAMP freelance

2001 – 2006 · Bilbao

- Websites and applications in PHP and MySQL, an online store and forum, a public-data crawler in Java, networks and systems.

PERSONAL PROJECT

preciosresidencias.es — price transparency for nursing homes in Spain

2026 – present

- Born from a price increase at a relative's nursing home. Fees of 4,867 nursing homes with source, date and regulation: official gazettes, freedom-of-information requests, company registry, notice boards. Four languages, published methodology, legal review.
- PHP 8.5, Docker, Caddy, MySQL, DuckDB, continuous deployment with GitHub Actions. Design, data, legal and operations single-handed.

STACK

PHP 8 · Swoole · Symfony · MySQL · Redis
Aerospike · Kafka · ClickHouse · Druid
Elasticsearch · Grafana · Docker · Nginx · Caddy
Linux · GCP · AWS · OpenRTB · GDPR/TCF

I've used Node, Go and Python when the problem called for it.

EDUCATION AND LANGUAGES

Computer Engineering studies · University of the Basque Country (UPV/EHU) · 1996–2001

Spanish native · Basque basic · English: fluent written, basic conversation