# Marcelo Moreira

## Senior SRE & Cloud Architect · AWS · GCP · Kubernetes · Applied AI for Operations

contato@laloop.ai · laloop.ai · github.com/mmoreira72 · Porto, Portugal · Remote, CET (overlap with UK/EU and US East) · Available for B2B engagements

### SUMMARY

Senior site reliability engineer and cloud architect with 20+ years running business-critical systems, from Oracle high-availability platforms to Kubernetes estates on AWS and GCP. I have delivered as a consultant and agency-side architect for enterprise clients in retail, consumer goods and energy, and today run reliability for a Swiss fintech SaaS. I help teams move to the cloud without breaking the business, make Kubernetes platforms predictable, put real SLOs and observability in place, and, where it pays off, add AI-assisted incident response with humans in the loop. Comfortable owning the outcome end to end: assess, design, build alongside the client's engineers, and hand over something they can run.

### HOW I HELP CLIENTS

**Cloud migration & modernization**: on-prem to AWS/GCP, lift-and-shift then re-platform, low-downtime cutovers.

**Reliability & observability**: SLI/SLO and error budgets, burn-rate alerting, Datadog, New Relic, Prometheus/Grafana.

**Data layer operations**: HA MySQL, PostgreSQL, MongoDB, Oracle; performance tuning; compliant (WORM) backups.

**Kubernetes platforms**: EKS/GKE design, network policy, IRSA/Workload Identity, multi-AZ failover, Helm.

**Infrastructure as code & CI/CD**: Terraform, Ansible, AWS CDK, GitHub Actions, Jenkins, repeatable environments.

**AIOps**: LLM agents for incident investigation (LangGraph, RAG, evals) built to production standards.

### SELECTED ENGAGEMENTS

#### LLM incident-investigation agent · Swiss fintech SaaS — 2026

*Internal SRE tooling for a platform on GCP and AWS*

- Designed and shipped a LangGraph agent that gathers logs, metrics, SLO state, Cloud Run releases and feature-flag changes for each alert and writes a structured triage report; humans approve any state-changing action.
- Two-stage retrieval over runbooks (BGE-M3 + cross-encoder reranking, pgvector) with a regression eval suite gating every change.
- **Result:** median time-to-context cut from 45 to 8 minutes (−82%) across ~25 alerts per week.

#### EKS re-architecture · global consumer-goods retail platform (agency-side) — 2021 – 2023

*Global e-commerce gateway; architecture lead*

- Rebuilt the AWS footprint around production-grade EKS optimised for cost, resilience and security; ALB ingress with internal/external traffic segregation.
- Codified infrastructure in AWS CDK (Python); introduced network policies, IRSA and multi-AZ failover.
- **Result:** SLI/SLO framework with New Relic dashboards and alerts tied to client objectives, reducing MTTR.

#### On-premises to AWS migration · energy major's digital services (agency-side) — 2021 – 2023

- Assessed the legacy estate, defined the target hosting model and sequenced a lift-and-shift to ECS, RDS, S3 and ALB to limit business disruption.
- Automated patch management across AWS and GCP; moved suitable EC2 workloads to Lambda/SQS to cut operational load.

#### Regulated platform reliability · Swiss fintech SaaS — 2023 – present

- Kubernetes as the common runtime across GCP and AWS: cluster topology, out-of-band access, Terraform/Ansible provisioning.
- WORM-compliant backup pipelines for Swiss regulation; HA MySQL and MongoDB tuning on high-throughput paths alongside Kafka.

#### RAG assistant for customer service · Se Liga na SKY loyalty programme — 2026

- Delivered a production retrieval-augmented assistant over proprietary programme documentation for call-centre agents: thousands of queries per month, multilingual embeddings, observability throughout.

### CI/CD and containerization · energy company 2020

- Designed and implemented CI/CD pipelines for omni-channel systems and supported the move of legacy services to containers.

### Founder & CTO · loyalty and sales-intelligence company (acquired 2016) 2009 – 2020

- Built and ran loyalty and sales-intelligence platforms for energy, agriculture and telecom clients; migrated the company to AWS with Terraform, Jenkins and Ansible; led a Java ERP on Apache OFBiz.

## TECHNICAL SKILLS

| | |
|---|---|
| **Cloud** | AWS (EKS, ECS, EC2, RDS, S3, ALB/NLB, VPC, IAM, Lambda, CloudWatch, WAF) · GCP (GKE, Cloud Run, Cloud SQL, Cloud Logging/Monitoring, IAM) · Azure (basic) |
| **Containers** | Kubernetes, Helm, Docker, Argo CD, Linux (20 years), Nginx, Apache |
| **IaC & CI/CD** | Terraform, Ansible, AWS CDK (Python), GitHub Actions, Jenkins |
| **Observability** | Datadog, New Relic, Prometheus, Grafana, Elasticsearch, Cloud Logging; SLI/SLO, error budgets, incident response |
| **Data** | MySQL, PostgreSQL, MongoDB, Oracle (PL/SQL, HA), Kafka, RabbitMQ |
| **AI for ops** | LangGraph, RAG, BGE-M3, pgvector, cross-encoder reranking, eval-driven development, MCP, Ollama/LM Studio |
| **Languages** | Python, Bash, SQL, PL/SQL, Java |

## CAREER HISTORY

| | |
|---|---|
| **Senior SRE & Cloud Architect** · Swiss fintech SaaS | Mar 2023 – present |
| **SRE Lead & Senior Architect** · global commerce agency (retail, consumer-goods and energy clients) | 2021 – 2023 |
| **SRE Consultant** · energy company | 2020 |
| **Founder & CTO** · loyalty and sales-intelligence company | 2009 – 2020 |
| **Developer → Software Architect, Oracle ecosystem** · media, mining and energy companies | 1998 – 2009 |
| **Earlier** · engineering roles in document technology, aerospace and energy | 1996 – 2002 |

## CERTIFICATIONS & EDUCATION

AWS Certified Solutions Architect – Professional (2020) · AWS Certified DevOps Engineer – Professional (2021) · LFS260 Kubernetes Security Essentials (2023) · BSc Electrical Engineering, UFRJ (1996) · English C2, Portuguese native