



# Borislav Koprinski

## Chief Technology Officer

*Hands-on CTO who builds reliable, scalable products and strong engineering teams.*

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### EXECUTIVE SUMMARY

Hands-on Software Engineer and CTO with 12 years in the industry. Over six years at 1ForFit I grew from engineer to CTO, scaling the platform to 300,000+ subscriptions and leading a 25-person team across several countries. Payments were my domain: I built the integrations for 8+ providers, and when Stripe suddenly closed our account, I moved 100,000+ active subscriptions to Braintree in days – without losing a customer.

**Core Strength:** Keeping payments and recurring revenue reliable at scale – exactly what a lending business runs on. I lead teams while staying hands-on in the code.

### CORE COMPETENCIES

#### Leadership & Delivery

- Engineering team building & global hiring
- Mentoring, code review & engineering standards
- Technical leadership & architecture decisions
- Agile delivery, sprint planning & prioritization
- Technical strategy & roadmap
- Business stakeholder collaboration

#### Backend & Architecture

- PHP & Laravel (expert)
- OOP, SOLID, Design patterns & DDD, TDD
- REST APIs, microservices & event-driven design
- Node.js, JavaScript, Vue.js
- PostgreSQL, MongoDB, Redis
- Performance optimization & scalability
- Google Cloud, Linux, CI/CD

#### Payments & Data

- Payment providers & orchestration (Stripe, Braintree, Adyen, PayPal, DLocal, Primer)
- Subscription & recurring billing (ChargeBee, Apple/Google Pay)
- Elasticsearch / ELK
- Tracking & attribution (GTM, Meta Pixel, Twitter, Mautic)

### **Chief Technology Officer · 1ForFit · Dec 2019 – Mar 2026**

*A global health & wellness product (diet, training, online coaching, longevity) with 300,000+ subscriptions and 1M+ visits. I joined as an engineer in 2019 and grew into the CTO role by 2024, leading a 25-person engineering and QA team (15 engineers, 10 QA) hired across several countries.*

- Grew the engineering team from 6 to 25 people across several countries. Set the direction on architecture, code review and mentoring, and kept taking the hardest problems myself.
- Owned the entire payment platform on Laravel. I integrated 8+ providers (Stripe PaymentIntents, Braintree 3DS, PayPal, Adyen, DLocal, ChargeBee, Apple Pay, Google Pay) behind the Primer orchestrator, with a subscription system that billed 300,000+ subscriptions reliably.
- When Stripe abruptly closed our account, I migrated 100,000+ live subscriptions and all payment tokens to Braintree within days. A core revenue stream kept running, with zero customer disruption.
- Built early refund and chargeback detection and flexible upfront/downfront billing to cut revenue leakage and make cash flow more predictable.
- Led the re-architecture of the legacy payment and profile systems into a clean Laravel application, applying OOP, SOLID and DDD for long-term maintainability.
- Scaled the platform worldwide by sharding MongoDB per locale and running regional Google Cloud servers for an AI-personalized onboarding quiz.

### **Software Developer · Proxima-3 · Jul 2017 – Dec 2019**

*A casino and gaming software house building commercial desktop, embedded and systems software sold across Europe and Latin America.*

- Designed and owned the architecture of a casino accounting and authorization system (C++, QT, SQLite3), sold commercially in Bulgaria, Romania, Hungary and Mexico.
- Delivered 20+ slot games and an embedded reel-game system (C, OpenGL/3D, Linux, Raspberry Pi), working from low-level embedded code up to full application architecture.

### **System Administrator · UMBAL Kanev Hospital · Feb 2016 – Jul 2017**

- Administered the hospital's systems. On my own initiative, I noticed a weakness in the fingerprint-based hospitalization process and built a PHP/MySQL web app to fix it.

### **Software Developer · Omisoft Ltd. · May 2014 – Jan 2016**

- Built "VitaBox," a full-stack set-top-box platform for TV and entertainment (Java/Play, PostgreSQL, AngularJS, WebRTC live chat), using MVC and core design patterns with clean, well-tested code.

## SELECTED PROJECT

### MyPlace2Go · app.myplace2go.com

*A Bulgarian venues directory and customer-loyalty platform for restaurants, bars and cafés. I built the product and the technology end to end.*

- Built the public platform on Laravel 12 and Statamic 6 (Antlers, Tailwind, Vite, Cloudflare R2), handling architecture, development, DevOps and technical SEO.
- Built the retention engine (app.myplace2go.com) on Laravel 11 with Inertia and Vue 3, running scratch-card rewards, loyalty programs and venue offers with QR redemption, role-based access, Sentry monitoring and Bitbucket CI/CD.

### Epygum · erudit.bg

- A Bulgarian "word of the day" email-subscription product I built and launched on my own (Laravel 12, Filament 3, Alpine.js), with automated daily delivery, analytics and SEO.

## EDUCATION & CERTIFICATIONS

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### Education:

M.S. Computer Systems and Technologies – University of Ruse · 2015–2016

B.S. Computer Systems and Technologies – University of Ruse · 2011–2015

### Certifications:

Laravel – Senior-Level Developer

Test-Driven Laravel – Adam Wathan

Google Cloud Certified – Associate Cloud Engineer

## LANGUAGES & ADDITIONAL

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### Languages:

Bulgarian – Native

English – Professional

Russian – Basic

### Interests:

Entrepreneurial and business-minded – I like building products that reach a real market. Outside work: guitar in a rock band, cars, and reading.