Fernando Mitre

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Education

2008–2013 **B.S. Digital Systems and Robotics Engineering**
Tec de Monterrey, Monterrey, Mexico

2012 **International exchange**
Philipps-Universität Marburg, Germany

Nov 2022 **Product Management Accelerated Program**
Stanford Online

Experience

Sep 2020–now **Meta** Senior Software Engineer
Menlo Park, California

WhatsApp Business subscriptions

I work on the Meta Verified and Meta One subscriptions, which give businesses extra features in the WhatsApp Business App. My work spans the whole stack: the subscription infrastructure itself, plus some of the benefits, including the custom web page and the metering behind benefits that have a quota or limit.

- Part of a product-focused team working across the stack, focused on backend and iOS.
- Worked across the entire software development lifecycle, leading experiments with cross-functional partners to drive data-based product launches.
- Led the metering infrastructure needed to enforce benefits that have quotas or limits.
- Integrated benefits into the full subscription lifecycle, including grace periods, plan changes and cancellations.
- Led multiple projects that required leading cross-functional teams and coordinating across organizations, including financial engineering and other Meta orgs.

Business Broadcast in the WhatsApp Business App

Business Broadcast is a new paid messaging product built from the ground up, bringing businesses more useful features than regular broadcast lists. I worked on pricing and billing, designed privacy-aware metering and logging, and iterated on the product through multiple experiments.

- Implemented privacy-aware metering for Business Broadcast, designing for correctness and efficiency.
- Owned the pricing infrastructure and built the billing pipeline.
- Built a privacy-aware logging pipeline for metric verification.
- Coordinated approval across engineering, legal and privacy reviews, working with cross-functional teams from design to launch.

Subscription infrastructure for the WhatsApp consumer app

Led a cross-functional team building the first Meta Subscription in the WhatsApp consumer app.

- Technical lead for a 6-engineer workstream across iOS, backend and infrastructure. Owned timelines and execution.
- Personally built the iOS in-app purchase flow, the backend subscription-state API and notification delivery.
- Worked with platform and payment teams, and through Apple App Store review requirements.

Messaging infrastructure across mobile apps

My first years at Meta, on a messaging platform team in the Messenger organization. I helped bring end-to-end encrypted messaging infrastructure to Messenger and Instagram.

- Designed the low-level SDK implementation of group membership, used across iOS and Android, and media-storage management APIs for disk pressure.
- Coordinated a write-path SDK migration across all apps.

Oct 2019–Sep 2020 **KaiOS Technologies** Full-Stack Software Engineer
San Diego, California

Worked on payments and the services behind the KaiOS App Store and developer portal.

- Redesigned the Payments API to support paid SMS, direct carrier billing and credit cards across multiple providers.
- Built and maintained core services behind the app store and developer portal.

Oct 2016–Sep 2019 **Sonata Services** KaiOS outsourcing partner
Tijuana, Mexico
Led the outsourced engineering team building services and tools for the KaiOS developer portal and app submissions.

2014–2016 **Software Next Door**
Querétaro, Mexico
Built CloudCaller, a Salesforce AppExchange app with Twilio integration and Stripe billing.

2012–2013 **MSights**
Monterrey, Mexico
Maintained Excel add-ins that connected to Salesforce.

My own ventures

2019 **Capital SLW** Restaurant-bar co-owner
Saltillo, Mexico
Developed a hospitality venture: co-wrote the business plan, oversaw construction and hiring, and managed menu development.

2017–2018 **YoGob.mx** Co-founder
Saltillo, Mexico
Developed the first version of a non-profit product using mobile technology to improve citizen participation and trustworthy information channels.

Skills

Languages	Hack/PHP, Erlang, Swift, Objective-C, Go, TypeScript, JavaScript, Python, Java, C++
Frameworks, services	Node.js, Angular, GraphQL, Thrift (RPC), NATS, asynchronous job processing, Salesforce, Twilio, Stripe
Databases	Cassandra, Redis, Postgres, MySQL, distributed key-value stores
Infrastructure	AWS, Cloudflare, Heroku, container orchestration, real-time data pipelines, time-series monitoring, capacity planning
Mobile	iOS (Swift, Objective-C), in-app purchase (Apple StoreKit2)
Domains	Subscriptions and billing, payments, messaging infrastructure, production engineering, privacy-constrained system design

Spoken Languages

Spanish	Native
English	Fluent (TOEFL iBT 97, 2023)