chama

CHIEF TECHNOLOGY OFFICER (CTO)

Chama is a game-changing technology scale-up. Millions of people benefit from the company's disruptive business model. Chama's app enables households to order home-delivered gas cylinders with their smartphones. The new Chief Technology Officer (CTO) scales Chama's engineering and product teams to grow the business in Brazil and beyond.

IMPROVING THE LIVES OF MANY

I n the absence of a natural gas grid, over 90 percent of households in Brazil rely on bottled liquid gas for cooking and hot water use. When a cylinder runs empty, people need an urgent replacement. They rely on a system of corporate distributors and a network of independent legal and illegal resellers to replace their empty cylinder.

For decades, consumers have suffered from a lack of transparency in the market. This led to families paying too much, waiting too long, or worse, being put in danger by illegally filled, leaking or dangerously installed cylinders by clandestine dealers. As a platform, Chama brings price and quality transparency. They make ordering gas cylinders cheaper, faster, safer and more convenient.

THE UBER FOR RESIDENTIAL GAS DELIVERY
Chama is Portuguese for 'flame' and 'call me', which exactly describes what the product is: gas cylinders on demand. After consumers download the app and enter their address, the app shows an overview of all accredited resellers delivering in the area. For each reseller, Chama lists the price of a cylinder, the estimated time of delivery and the average rating the reseller got from previous customers.

After a successful delivery, consumers can set a reminder for their next purchase, so they never have to run out of gas again. Only reliable and certified resellers are allowed to offer their services through Chama, so dangerously installed cylinders by unofficial dealers become a ghost from the past.

HELPING RESELLERS GROW
Chama not only improves the lives of the households that rely on bottled gas, but also aids the resellers in growing their business. Chama markets its proposition through television, internet and radio. Once customers start using the app, all the reseller has to do is focus on fast delivery and high-quality service, against a competitive price. If they do well on these dimensions, the resellers becomes the dealer of choice.

Another service Chama provides to affiliated resellers is business intelligence. A web portal gives them access to important information like predicted demand. Chama knows when households are about to run out of gas and can suggest where dealers should position their fleet of motors and delivery vans to be the fastest on the scene. Associated drivers can use the driver-app to providing them the fastest route to the customer.

LAUNCHED IN BRAZIL,
GOING ACROSS THE GLOBE

Chama first launched in November 2016 in Brazil, a massive market of about 400 million bottles per year. The company currently serves approximately 1.4 million households in the metropolitan areas of Sao Paolo, Porto Alegre, Belo Horizonte and Curitiba.

Chama has approximately 90 employees operating from two locations: Amsterdam and Sao Paolo. The consumer app and other applications are being developed in The Netherlands, where the company is headquartered. Marketing, BI/Growth, Sales and Operations (CS) are based in Brazil, close to consumers and dealers. The company is very internationally oriented, with people from Brazil, The Netherlands and about ten other nationalities.

Chama grows with 10 to 20 percent month-over-month, and has secured a substantial long-term investment to continue its extraordinary growth trajectory. First focus is conquering Brazil. Next step is entering other major markets in Latin and South America, Africa and Asia.

"We look for people with exceptional talent, regardless of age or background. We value analytical and intellectual strength, a can-do mentality, and the drive to build a great company."
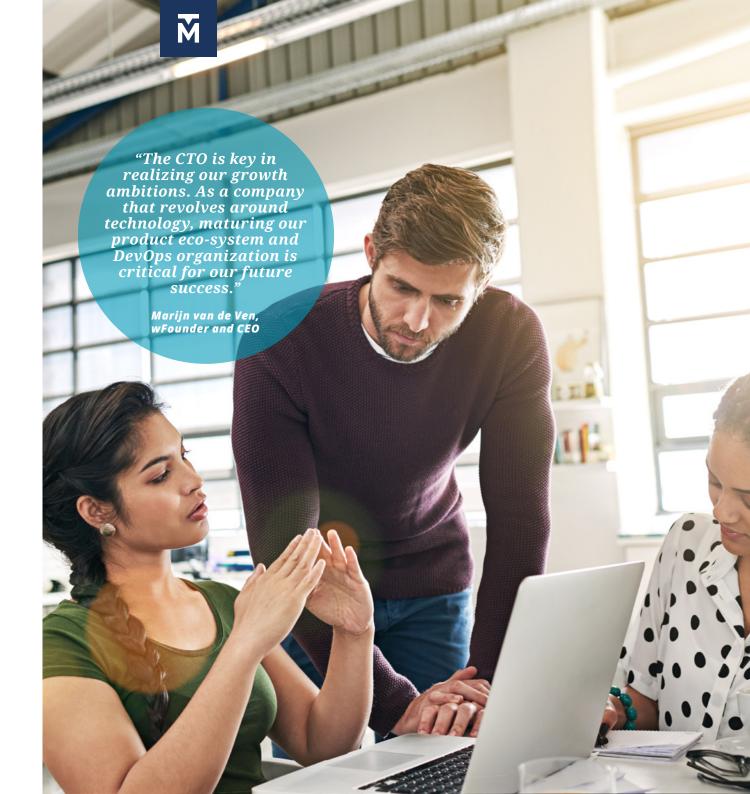
**Marijn van de Ven,
Founder and CEO**

CHIEF TECHNOLOGY OFFICER

The CTO leads the central tech and product teams in Amsterdam and is responsible for Development and Operations. He/she has 4 Tech Chapter Leads and the Head of Product as direct reports. The CTO delivers new product features in line with the company strategy, whilst ensuring robustness, performance and availability of the platform.

The CTO is part of the Executive Team and reports directly to the CEO. He/she works about 80 percent of the time from Amsterdam, and the remainder from Sao Paolo.

"The CTO is key in realizing our growth ambitions. As a company that revolves around technology, maturing our product eco-system and DevOps organization is critical for our future success."

Marijn van de Ven, wFounder and CEO

OVERALL, THE CTO HAS FIVE MAIN AREAS OF RESPONSIBILITY.

1

TECHNICAL STRATEGY, VISION AND ARCHITECTURE

Chama's business is on a fast growth trajectory. The CTO formulates the strategy to handle the increased user, dealer and driver base. He/she designs the architecture, and development and deployment practices to match these growing volumes. The CTO also advises on the usage of tools and platforms to increase the development efficiency and improve the technology and product offerings.

2

RECRUITING AND TEAM DEVELOPMENT

The CTO manages the tech and product teams, currently consisting of 30 to 40 people in total. He/she grows both teams along with the size of the business. That means at least doubling the size of the team in two years' time. Scaling up the teams also requires evolving the recruitment and team development activities within engineering – e.g. defining career paths and creating rotational opportunities – and professionalizing the way of working – e.g. clarifying roles and responsibilities.

3

PRODUCT PLANNING

The CTO develops the product roadmap. He/she allocates resources between technology and product development, managing business priorities.
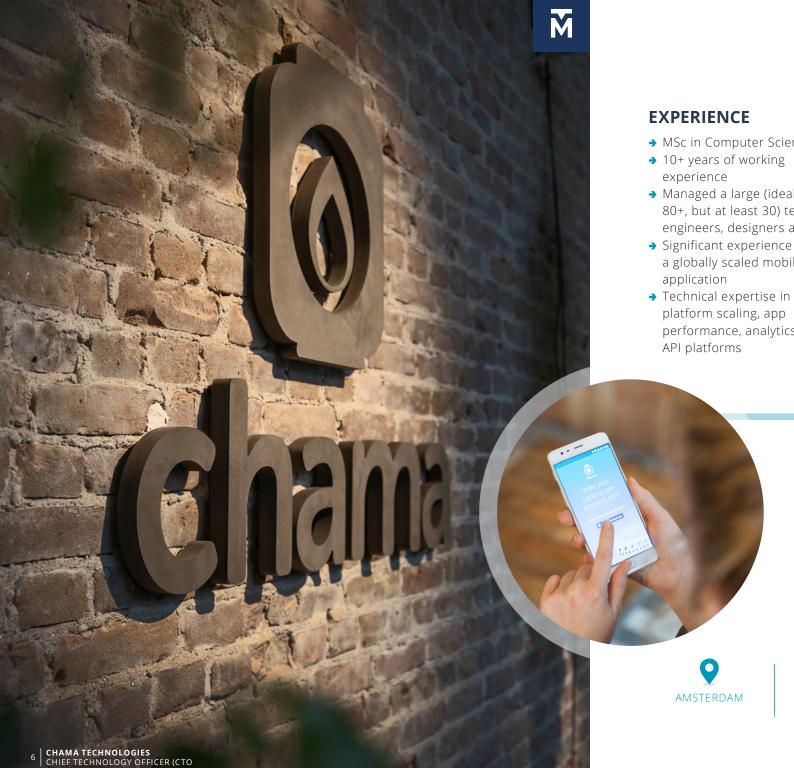
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DEVELOPMENT PRACTICES AND CULTURE

Improving the development process is one of the key tasks of the CTO. He/she enables regular high quality releases that align with the business priorities. The CTO also develops a process for experimentation where engineers are empowered to rapidly test and deploy their ideas. To achieve this, he/she actively builds a culture of measurement, accountability and quality.

5

OPERATIONS, SECURITY AND IT

The CTO ensures robustness, performance and availability of the platform, which are crucial for business success. Part of this task is managing incidents and recovery in case of platform instability and outages. Security is another important topic. The CTO makes sure customers, dealers and drivers are well protected in using Chama's technology. Maintaining and optimizing the budget of infrastructure and software tools is another responsibility of the CTO. He/she also supports the organization with productivity and collaboration tools to stimulate productivity within and across the two offices.

EXPERIENCE

→ MSc in Computer Science
→ 10+ years of working experience
→ Managed a large (ideally 80+, but at least 30) team of engineers, designers and PMs
→ Significant experience with a globally scaled mobile application
→ Technical expertise in platform scaling, app performance, analytics and API platforms

PERSONALITY

→ People manager
→ Leader
→ Exceptional written, oral, interpersonal and presentation skills
→ Influencer
→ Self-reliant
→ Problem solver
→ Result oriented
→ Flexibility to work in Dutch / European and Latin American culture

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