



Max van de Laar

Experienced leader who turns vision into working software
Echt-Susteren, Limburg (NL)

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I'm a hands-on technology leader with 11+ years of experience across product development, software architecture, and team leadership. I help organisations turn complex business goals into scalable, reliable, and maintainable software by combining strategic direction with practical engineering execution. I am comfortable owning the full technical scope, from hiring decisions and roadmap planning to active code review and architectural guidance.

Skills (highlighted)

10+ years of experience

Software development Product collaboration
Coaching TypeScript Node.js Vue
REST APIs Agile Queueing

5+ years of experience

Technical leadership Engineering management
Software architecture Project management
IT strategy React ReactNative PostgreSQL
Docker

3+ years of experience

Product engineering Stakeholder management

Publications

'Developers create their own community store for Homey'

Tweakers - May 14, 2020 <https://tweakers.net/nieuws/167260/ontwikkelaars-maken-eigen-community-store-voor-homey.html>

'Homey app store developer by and for the community'

FWD Magazine - May 15, 2020 <https://fwd.nl/smarthome/homey-appwinkel-gemaakt-voor-en-door-community/>

Languages

Dutch | Native English | Fluent

Interests

Politics Hiking Home DIY Technology
Home Automation

Experience

Head of Development UTURN, Rotterdam

Nov 2022 - Oct 2026

I led the software engineering department at UTURN, helping standardise technologies and delivery processes across teams. I own the IT strategy to keep the environment secure, compliant, scalable, and aligned with business goals, while supporting teams to work effectively, sustainably, and with room to grow.

Senior Front-end Engineer Superscript, Rotterdam

Oct 2021 - Oct 2022

I was responsible for the user interface of internal and customer-facing software products, working closely with stakeholders, UX, and back-end engineers to make sure the requirements were feasible, well understood, and delivered to a high standard.

Founder Homey Community Store, Echt-Susteren

Jan 2020 - Jun 2023

I founded and developed the Homey Community Store, an alternative app store for the Homey automation platform. The project combined product thinking, platform ownership, and community-driven development.

Software Consultant/Business Developer Luminis, Eindhoven

Apr 2019 - Oct 2021

As a software consultant, I helped customers create tailored, state-of-the-art software solutions that matched their business cases. I combined requirements discovery and product development with responsibility for AWS cloud sales opportunities and coordination with the sales team.

Software Engineer NLcom, Maastricht

Jan 2015 - Apr 2019

I worked on custom software solutions end-to-end, starting with pre-sales and requirements discovery, then shaping roadmaps, building the solution, and delivering the project. I served as the main point of contact for customers throughout delivery and for future business.

Other activities

Citizen councilor Environment Groenlinks, Echt-Susteren

Nov 2017 - Mar 2021

As a citizen councilor Environment, I reviewed plans before they reached the council, asking critical questions about zoning, sustainability, sewerage, and other local policy topics.

Ad-interim Chairman Groenlinks, Echt-Susteren

Jun 2019 - Mar 2021

I temporarily filled the chairman role to help guide the local department through a smooth transition during a merger with a neighbouring municipality, including highly emotional internal discussions about the department's future.

As secretary, I prepared agendas and invites for department meetings, handled contact with outside media, and ensured the bylaws were followed during official processes.

Highlighted projects

Lead Back-end Engineer Drukwerkdeal

Drukwerkdeal migrated its legacy PHP codebase to AWS Lambda with NodeJS. I got hired as a Lead Back-end Engineer for the Finance team, I led this transition and coached the other developer to write NodeJS code with confidence and consistency.

NodeJS NestJS Jest Webpack AWS SOAP Consultancy

Lead Front-end Engineer Philips DCP

At Philips, I was hired as Lead Front-end Engineer for the customer-facing side of a medical device. Due to NDA restrictions, I cannot share additional details, but the work focused on quality, reliability, and a strong user interface foundation.

Vue Javascript Vuex HTML Jest SASS Architecture

Founder Homey Community Store

After my LG WebOS+ app for the Athom Homey platform was rejected from the official store, I worked with the community to create the Homey Community Store as an alternative app store. The platform is built with Vue 3 and AWS serverless architecture.

Vue 3 HTML (S)CSS State management Javascript AWS NodeJS ElectronJS

Lead Front-end Developer Open Universiteit

The customer had an existing WordPress website and, because the rest of their digital estate was managed in Liferay, we suggested migrating this site as well. I led a two-developer team, reverse engineered their old site, set up the basic structure, and mentored a junior developer while ensuring the requirements were implemented correctly.

Javascript HTML SASS Velocity Java Liferay MySQL Pre-sales Coaching

Lead Developer & Project Manager Parkstad Inspecties

The customer wanted to rebuild their legacy custom applications: a web app and a mobile app used by (independent) electrical inspectors to assess whether installations met legal standards. I worked in a team of four developers, managed the customer, acted as project manager, and later became lead developer to help guarantee quality as new features were added.

Grails/Groovy Java HTML SASS Javascript AngularJS PHP Xamarin/C# IOS MySQL Pre-sales Management

Full-stack Developer MeaderGroep Zuid-Limburg

The customer needed to assess a high volume of new employees for subsidy eligibility under social legislation. I first mapped the business flow with the customer, then extended their existing BPMN suite to fit the process and integrate with healthcare and HR systems, resulting in a successful automation tool for recruitment.

Grails/Groovy Java Javascript iText BPMN Solr MySQL Tomcat Pre-sales