Hans Otto Wirtz

CTO · Software Engineer · Founder

hansottowirtz@gmail.com · hansottowirtz.be · github.com/hansottowirtz · linkedin.com/in/hansottowirtz

Software engineer and entrepreneur with 7 years of experience as CTO and co-founder of BubblyDoo, scaling the company from inception to €5M in revenue. Deep expertise in web platform technologies. Comfortable across the full stack, from building complicated frontends and backends to managing teams, handling operations and strategy. Passionate about solving hard technical problems, going deep, and getting things done. I love beautiful APIs. Looking to get out of my comfort zone in next role.

EXPERIENCE

BubblyDoo 2019 – 2026

CTO, Co-Founder

- Built tech to scale from 0 to €5M and 175k books per year
- Hired and led team of 4 software engineers
- Involved in every aspect of running a startup
- Launched in 25+ countries, 10+ printing integrations

Ottomatisch 2015 – present

Self-employed

- Made websites for small businesses during studies

PROJECTS

BubblyDoo Personalization Platform

- Platform that powers all BubblyDoo's personalization and rendering
- Renderer built on web technologies, highly optimized for performance
- Consists of renderer, visual editor, Photoshop plugin, backends, etc.
- Foundations open sourced: react-done-tracker, uxp-toolkit
- Improved and rewritten with learnings of 7 years

BubblyDoo Website & Backend

- Millions of visitors every year
- Built on Next.js and Cloudflare Workers
- Data analysis with dbt, Looker Studio and PostHog

EDUCATION

Antwerp Management School, ESSCA Shanghai 2019 – 2020

Master of Global Management — China-Europe Business

Magna cum laude

University of Antwerp 2018 – 2019

Master of Science — Computer Engineering

Did not finish

National University of Singapore 2019

Exchange semester

University of Antwerp 2015 – 2018

Bachelor of Science — Computer Engineering

Cum laude

TECHNOLOGIES

Exceptional: Web Platform, Javascript, Typescript, React, Next.js, State management, Cloudflare Workers & Platform, AWS Lambda, Node.js, Bundlers, Puppeteer

Very good: Agentic engineering, PostgreSQL, dbt, Git, Docker, CI/CD, Observability, Testing methodologies, Vitest, Ruby, Angular, Vue, Linux sysadmin

Good: Python, C, Queues, Durable workflows, CAD, PCB design

LANGUAGES

Dutch: native

English: fluent

Spanish: intermediate

French: intermediate

Mandarin Chinese: lower intermediate

INTERESTS

Cooking, Reading, Learning, Politics, Economics, History, Being creative, Design, Piano, 3D printing, DIY, Running, Trains, Education, Future of Europe, China, Making videos, Society & technology, Writing, Coffee

RECOGNITIONS

Forbes 30 under 30 2025

Deloitte Fast 50 Belgium 2024

9th place, with BubblyDoo