Alejandro Sierra

Quality Engineering Manager | Head of QA | AI-Native Quality at Scale | DevOps & Delivery Background

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SUMMARY

Quality Engineering leader with 10+ years across software quality, DevOps and delivery, and 5+ years leading QA/QE organizations. I lead QE teams across several clients end to end, from hiring and growth to C-level reporting on standardized metrics. I build the AI-native tooling and quality gates that let teams ship faster with less risk, and I take quality to market through AI-driven sales initiatives, RFPs and client webinars.

WHAT I LEAD

- **People:** hiring and exits, annual performance and salary reviews, mentoring and individual growth plans; I help people grow their careers: from manual testing to automation and SDET, to AI QE engineer, or into other areas.
- **QE teams across large clients:** QE engineers and their projects across several enterprise clients at once, on programs with multi-million-euro budgets.
- **Training and community:** workshops and training programs for the QE chapter; talks on quality for developers, product, delivery and leadership.
- **QE in agentic development:** alliances with other roles to strengthen the QE role where development is done with AI agents.
- **Executive reporting:** C-level and annual reports built on standardized metrics (DORA, quality KPIs).
- **Commercial:** AI-driven QE and delivery sales initiatives with clients, RFPs, pre-sales and fixed-scope estimation.

IMPACT AT A GLANCE

- **88% fewer production incidents** and **97% of defects (863) contained** before business impact, across 25+ teams and 56 engineers, with no extra headcount or spend.
- **+28% test effectiveness** (mutation score) across 20 projects in 5 months, without moving any delivery date agreed with clients.
- **Performance testing rolled out to 20+ teams in 15 days** while production was blocked.

SELECTED WORK

QA Autopilot: AI-assisted quality from day one (Sngular, 2026). Turns a functional specification into a versioned quality plan across API, web, mobile, performance, security and accessibility: 30–50 test flows, with access-control, IDOR and performance risks flagged in under 2 minutes. Nothing runs against a real environment without a named approver. Vendor-neutral (Claude Code, Gemini CLI, Antigravity).

Agentic QA go-to-market with Xray (Sngular, 2026). Created the full content, demo and script of the webinar From Tests to Intelligence: Orchestrating Agentic QA with Xray, Playwright & AI, presented by Sngular and Xray on 18 Nov 2026. A nightly Playwright suite in CI, traced to Xray, turns every failure into a Jira defect automatically.

Delivery Radar: quality and delivery diagnostics (own product, 2026). Audits any team from its real tools (Jira, GitLab, GitHub, Bitbucket, CI) against 23 rules and returns prioritized findings with traceable evidence and a trend per client.

EXPERIENCE

Delivery Manager, Quality Engineering & PMO Enablement — Sngular

Jul 2025 – Present

- Own quality strategy for multi-team programs (56 engineers, 25+ teams): redesigned the quality model around shift-left testing, quality gates, mutation testing and an SDET model.
- Scaled performance testing to 20+ teams in 15 days during a production block, through pairing and 1:1 mentoring.
- Built a four-pillar system (Impact, Efficiency, Quality, Velocity) that auto-tracks DORA metrics across 52 Jira projects and 65+ repositories.
- CTO Office member: technical standards and AI adoption in the QE chapter.

Delivery & Quality Engineering Lead — Sngular

Jun 2024 – Jul 2025

- Led QE teams, budgets and client relationships; defined SLAs and technical proposals; ran technical hiring.
- Set test strategy across e2e, API, mobile, performance and CI/CD; built cloud-based testing (Docker, Kubernetes) and monitoring (Prometheus, Grafana, Kibana).

QE Manager — Orange Bank

Jun 2022 – Jun 2024

- Led QA teams in an international, English-speaking bank; owned the defect lifecycle and quality and performance reporting to stakeholders.
- Embedded automated tests in CI/CD (Jenkins, GitLab CI), Gherkin acceptance criteria with PO/BA, and security testing (OWASP ZAP, Burp Suite).

DevOps Engineer — Devo (Feb 2021 – Jun 2022) and TUI (Jan 2020 – Feb 2021)

- AWS (EKS, ECS), Kubernetes, Helm, Terraform and GitLab CI, with automated API testing and monitoring. This is where my quality-in-the-pipeline approach comes from.

Earlier experience (2016–2020)

- Senior Quality Engineer at Endalia; Software Developer & Quality Engineering at SERIKAT; Software Developer at Audinfor System and KPMG.

SKILLS

- **Quality leadership:** strategy and governance at scale, quality gates and release criteria, risk-based testing, audit-ready traceability, quality KPIs and DORA.
- **AI in quality:** AI-assisted QA products, governance of AI-generated code, vendor-neutral tooling (Claude, Gemini).
- **Technical:** Playwright, Selenium, Cypress, Appium, Rest Assured, k6, JMeter, Gatling, OWASP ZAP, Stryker, Pitest, Jira/Xray, GitLab CI, GitHub Actions, Bitbucket Pipelines, AWS, Kubernetes, Terraform, Grafana.

CERTIFICATIONS, EDUCATION, LANGUAGES AND WRITING

- **Certifications:** ISTQB CTFL (2021) · ICAgile ICP-APM (2026) · Google Gemini Enterprise Agent Development (2026) · Google Enterprise AI Governance (2026) · Building with the Claude API, Anthropic (2026) · LPIC-1 (2022) · PCEP (2021).
- **Education:** Technical Degrees in Web Application Development, Multiplatform Application Development and Systems Administration (2015–2019).
- **Languages:** Spanish (native) · English (full professional) · Dutch (elementary).
- **Writing:** 7 articles on Medium on quality strategy, SDET transformation and LLM testing · 19 public repositories on GitHub.