

# Lachlan Cotter

## Senior Full-Stack Engineer • Founder Experience

Builds and ships SaaS products under real-world constraints —time, customers, and imperfect information.

- 25 years of production experience across the full stack
- Built and scaled a bootstrapped SaaS from zero to 3,000+ customers
- Owns solutions end-to-end, balancing delivery and maintainability
- Integrates user needs, business goals, and technical trade-offs into clear decisions

Ruby / Rails

Product Engineering

API & Platform Integrations

System Design

TDD & Continuous Delivery

UI & User Interaction

Let's chat  
about your  
project

### AVAILABILITY

10-20 hrs/week

### LOCATION

Rio de Janeiro, Brazil

### LIVE WORK

satori.app

### EMAIL

lach@lachlancotter.com

### WHATSAPP

+55 21 97613-6161

### LINKEDIN

linkedin.com/in/lachlancotter

## Satori

**Founder & Principal Engineer** Dec 2012 — Present

Founded and bootstrapped Satori, a B2B SaaS platform for coaches, from concept to 3,000+ paying customers globally. Owned the product end-to-end — from market validation and system architecture to delivery, operation, and long-term evolution.

### Selected Highlights

- Took Satori from MVP to a mature, global platform by working closely with early customers to refine positioning, shape features, and support diverse coaching business models.
- Architected and operated a long-lived Rails application serving 3K+ users, leading multiple major framework upgrades (Rails 3 → 6) with zero downtime and sustained feature velocity.
- Evolved a growing monolith into modular, domain-oriented components, reducing deployment risk and enabling faster, safer change.
- Built and maintained mission-critical integrations across payments (Stripe, PayPal), scheduling (Google Calendar), transcription (Zoom), and AI (OpenAI), handling over \$48M in end-user payments with robust error handling, async processing, and 99.9%+ reliability.
- Designed clear, server-rendered user interfaces (Alpine.js, htmx) for booking, onboarding, and daily workflows, prioritising accessibility, clarity, and low friction for non-technical users.
- Established strong engineering practices — TDD, CI/CD, code review, and automated QA — enabling confident, frequent releases and minimal regression.
- Improved conversion and retention through ongoing experimentation, analytics, and customer research, addressing key onboarding and product friction points.

## Arcad

**Contract Software Engineer** 2010 — 2012

**Senior Software Engineer** 2008 — 2010

## Virtual Studios

**Lead Frontend Developer** 2007 — 2008

## The Couch

**Developer** 2001 — 2007

## Powerlan

**Programmer, Design Division** 2000 — 2001

## OPERATING CONTEXTS

*Where I've consistently done my best work*

- B2B SaaS products (MVP → scale → long-term operation)
- Early-stage, experimental, and uncertain domains
- Founder-led teams and small, high-autonomy engineering groups
- Long-lived, customer-facing production systems with real reliability expectations

## TECHNICAL ORIENTATION

*How I approach building systems*

- Strong preference for product-facing systems close to users
- Bias toward clarity of intention over maximal efficiency
- Design as an exercise in clear thinking and clear communication
- Favour simple, explicit solutions over clever abstractions
- Build for change: systems that are easy to evolve over time

## WAYS OF WORKING

*Conditions under which I do my best work*

- High autonomy with clear ownership and accountability
- Small teams with direct communication and low process overhead
- Pragmatic decision-making grounded in user and business context
- Low tolerance for politics, bureaucracy, or complexity without purpose

## PROBLEM SPACES

*Classes of problems I solve repeatedly*

- Designing systems from first principles to fit specific product and business constraints
- Taking MVPs from ambiguity to stable, evolvable foundations
- Integrating third-party platforms via APIs into cohesive SaaS products
- Evolving existing systems without rewrites or unnecessary complexity
- Translating fuzzy user and business needs into clear, shippable solutions

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### LANGUAGES & FRAMEWORKS

- Ruby, Ruby on Rails
- JavaScript
- HTML, CSS
- Alpine.js, stimulus.js, htmx

### TESTING & QUALITY

- Test-driven development
- RSpec, Capybara
- Integration and system testing

### PRODUCT ENGINEERING

- User research and validation
- A/B testing and experimentation
- AI-assisted development

### PLATFORMS & INFRASTRUCTURE

- Heroku
- Google Cloud Platform
- Amazon S3

### LEGACY EXPERIENCE

- PHP, Java, Scala, Objective-C, C, C++
- ActionScript, Flex, Adobe AIR
- AngularJS, jQuery

### DELIVERY & OPERATIONS

- Continuous delivery, CI pipelines
- Zero-downtime deployments
- Background job processing
- Production monitoring & error tracking

### DATA & STORAGE

- PostgreSQL
- Redis
- Memcached

### APIS & INTEGRATIONS

- REST APIs, OAuth
- Stripe, PayPal, Intercom
- Google APIs, OpenAI

### CREDENTIALS

- MSc Software Engineering (Distinction)  
University of Liverpool, UK  
2007 — 2010

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