Daniele Petroselli

I turn business needs into working products

Co-founder & CTO, Gluak · Rome, Italy · gluak.com
daniele@petroselli.com · linkedin.com/in/daniele-petroselli-b532a53

PROFILE

25 years in software, from robotics research to mobile TV for telecom carriers and an app with 10M+ downloads. I take a service from idea to production on my own — and I speak the language of marketing, sales, management and engineering, so one system ends up working for all of them.

Business ↔ tech
Turning what marketing, sales and operations ask for into working systems.

End to end, any domain
Design, build, integrate and run a complete service: sport, telecom, media, travel.

Built for scale
Futbol24: 10M+ downloads, about 1.5M users a month, realtime backend.

EXPERIENCE

Gluak · Co-founder & CTO

2015 – Present

Italian software studio building and running its own services. I lead the technical side, from product design to production.

PRODUCTS

- **Futbol24** · App Store · Google Play — soccer livescore app, 10M+ downloads, ~1.5M users a month. React Native + Expo with native modules; PHP, MySQL, Redis and ActiveMQ backend; custom Varnish module in C with a 99.7% cache hit ratio.
- **Notiflow** — our push notification platform, direct APNs + FCM. Sends every Futbol24 notification.
- **Microprogress** — project journal for builders and teams (React Native + Expo, web dashboard).

CLIENT WORK

- **DGV Travel** · tour operator · 2023, 2025 – present
  Sole developer and technical lead of the company's sales and operations platform: back-office for tours, quotes and contracts; marketing attribution of every request (Google, Meta, TikTok); automatic assignment to sales staff; WhatsApp Business via Meta's Cloud API inside the back-office.
- **KikiTravels** · 2026
  Web app turned into native iOS and Android apps, published on both stores. Rated 5.0 by the client.

Beeweeb · mobile software agency

2000 – 2015

Software Engineer 2000–06 · CTO 2006–08 · Chief Technical Architect 2008–09 · CTO 2009–15

Grew with the company from developer to head of production and CTO, while revenue went from a few hundred thousand euros to €5M a year.

- Mobile products for carriers before iPhone and Android (Symbian, Java ME): **Vodafone Calcio**, **Vodafone mobile TV** in several countries, the music players preinstalled on **3 Italia** phones.
- Clients: **Vodafone** (Italy, Germany, UK), **H3G / Three** (Italy, Sweden, Norway, UK, Australia), **Intuit**.
- The **first iPhone app for Vodafone Italia**, live at the day-one iPhone launch in Italy (2008).

TECHNICAL SKILLS

Mobile	React Native, Expo, iOS (Swift, Objective-C), Android (Kotlin, Java), store releases
Backend	Node.js, NestJS, PHP, TypeScript, REST APIs, WebSocket, ActiveMQ
Data	MySQL, MariaDB, Redis, Varnish (custom module in C)
Web	Next.js, React, back-office and admin dashboards
Integrations	WhatsApp Cloud API, push at scale (APNs, FCM), Firebase, marketing attribution
Infrastructure	Bare-metal Linux, nginx, Apache; AWS (S3, Lambda, EC2, CloudFront)

EDUCATION

Università degli Studi Roma Tre
Master's degree in Computer Engineering (5-year Laurea in Ingegneria Informatica)
1994 – 1999

LANGUAGES

Italian — native
English — fluent

PUBLICATION

S. Panzieri, **D. Petroselli**, G. Ulivi — *Topological localization on indoor sonar based fuzzy maps*. IAS-6, Venice, IOS Press, 2000, pp. 596–603.

Robot navigation from noisy, uncertain sensor data with a lean algorithm.