

Nick Barth

Utrecht, Netherlands

barth.nicholas@gmail.com

linkedin.com/in/nicholasbarth

I'm a growth engineer with 11+ years of experience architecting data-driven growth systems and revenue infrastructure across PLG and sales-led motions. I specialize in identifying revenue drivers, establishing feedback loops between data and product, and building sustainable go-to-market foundations that compound.

Personio Lead Engineer

2025-present

Improved product-qualified lead generation by 3x and systemised cross-sell automation while driving analytics infrastructure and removing onboarding bottlenecks to accelerate user progression.

Deepnote Product Engineer

2023-2025

Achieved 5x PLG revenue growth by architecting integrated growth infrastructure spanning experimentation, attribution, personalized sales automation, and performance marketing to optimize freemium-to-paid conversion and scale land-and-expand motions.

Hireproof Founding Engineer

2021-2023

Built and exited Hireproof by establishing product-market fit through community engagement and authentic brand presence, and scaling three core products through direct sales and diversified revenue streams.

Adyen

Fullstack Engineer

2019-2021

CentralApp

Frontend Engineer

2016-2019

Doolli

Frontend Engineer

2014-2016

Skills & Tools

TypeScript • Next.js • Node.js • REST APIs • GraphQL • SQL • Python • HTML • CSS • postgresql • ETL • Claude • Amplitude • PostHog • Figma • Clay • HubSpot • Customer.io • Stripe • Vercel

Education

SUNY Fredonia, Bachelors in Computer Science, 2008-2012