



BLUE CODING

October 2025

Get to Know Blue Coding

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Build an outsourced development team and hire LATAM developers for your projects!

Blue Coding has over a decade of experience building teams of experienced professionals for multinationals, SaaS companies, cutting edge startups, large international nonprofits, and established businesses across a variety of industries.

We take pride in becoming our clients' trusted partners and helping them make tech decisions from a business perspective. We are confident that our years of experience building out development teams and delivering high quality products make us a strong fit for you

We appreciate you considering us for this project. I will personally be available to answer any questions or concerns you may have related to the project, and would be happy to have a video call to further discuss.

Our team looks forward to working with you.

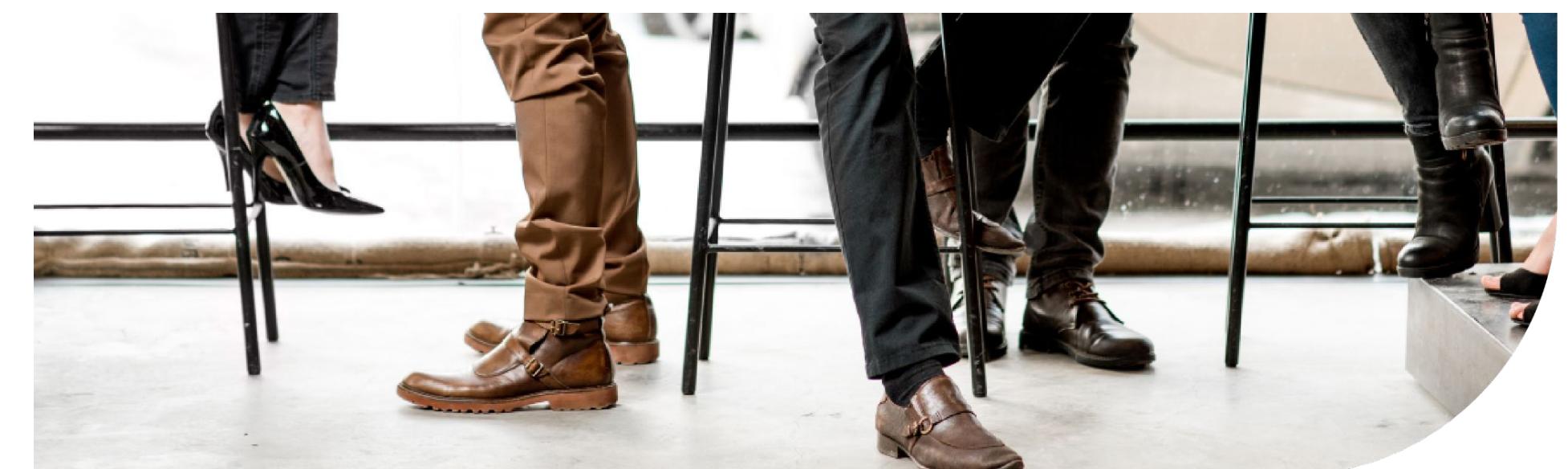


David Hemmat
FOUNDER & CEO

About Us

Since 2014 Blue Coding has been helping North American companies hire the top software engineers in Latin America through our staff augmentation services. Our aim is to amplify Latin America's software industry by providing nearshore software development services, creating high-quality jobs, and fostering diversity in the IT workforce. The company builds lasting connections between Latin American developers and global organizations, offering personalized services that cater to your needs.

We help organizations expand their team with nearshore software development talent from Latin America, assembling hand-picked teams on short notice for your projects. Our recruiters follow a carefully designed vetting process that is customized for each project, ensuring that all of our software developers are the right technical and cultural fit for our clients. We're dedicated to building a strong network of top developers, training up-and-coming talent, and honing our skills to be able to identify the right people for the right projects. We work hard to help our nearshore software development clients take care of all the complexities related to hiring software engineers in Latin America, while giving LATAM talent the opportunity to build amazing software products.





At Blue Coding we are dedicated to transforming the landscape of software engineering talent in Latin America. Our mission is **to connect exceptional software engineers in LATAM with great companies worldwide**, enabling mutually beneficial collaborations and fostering innovation.

Latin America holds immense potential as a hub for top-tier software engineering professionals. With its rich talent pool and growing technology ecosystem, the region is a breeding ground for skilled individuals who have demonstrated their prowess in solving complex technical challenges. Our vision is to **become the go-to source for software engineering talent in Latin America**, creating a bridge between exceptional software engineers and organizations seeking their expertise.

Vision & Mission

Our Core Values

Financial stability is crucial for the well-being of our team members. We strive to build a robust and sustainable business that generates a consistent income stream.

We are dedicated to fostering a positive work environment that nurtures talent, encourages growth, and ensures job satisfaction. Both our employees and contractors benefit from our commitment to providing high-quality job opportunities.

We continuously listen to our customers, anticipate their requirements, and adapt to their evolving preferences. By doing so, we ensure that our products and services remain relevant, reliable, and invaluable to both businesses.



Deliver Excellence



Own It



Think Bigger



Speak the Truth



Help Each Other Win

What We Do



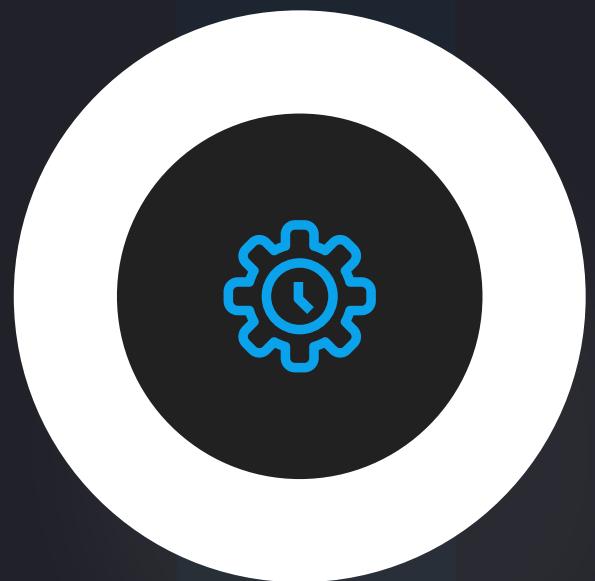
Staff Augmentation

We quickly add top vetted technical talent from LATAM to your team, allowing you to scale delivery without the costs and delays of hiring full-time employees.



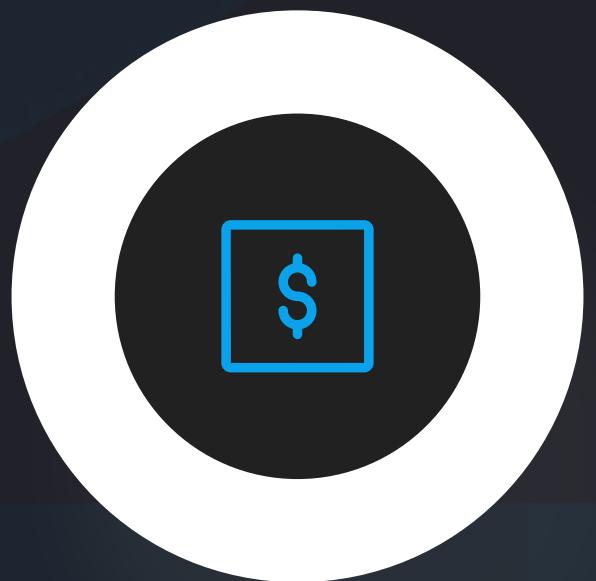
Recruitment Services

We identify and present candidates for direct hire who have completed a rigorous vetting process, including code challenges, design interviews, and English assessments, accelerating your hiring timeline and reducing internal workload.



Build-Operate-Transfer

Our BOT model follows a structured 3-phase approach, Build, Operate, and Transfer, designed to ensure a seamless setup, stable operation, and smooth handover of teams and assets to the client.



Managed Projects

We manage and deliver your project end-to-end, so you get outcomes and results without needing to oversee the daily execution.

Why Blue Coding?

Choosing the right technical partner goes beyond filling seats; it's about finding a team that works seamlessly with your organization. Blue Coding brings together proximity, cultural alignment, and top-tier nearshore talent, making collaboration easier and more effective than traditional offshore outsourcing.

Proximity

With teams located across Latin America and working in U.S.-aligned time zones, communication is real-time — not delayed by 8–12 hours. This allows for faster iteration, easier standups, and genuine collaboration. When problems arise, we solve them together, live.

Cultural Fit

We don't just match technical skills — we match work ethic, communication style, and cultural expectations. Our recruiters follow a vetting process tailored to each client and project, ensuring that every engineer is the right technical and cultural fit. This reduces ramp-up time, improves team synergy, and leads to better long-term outcomes.

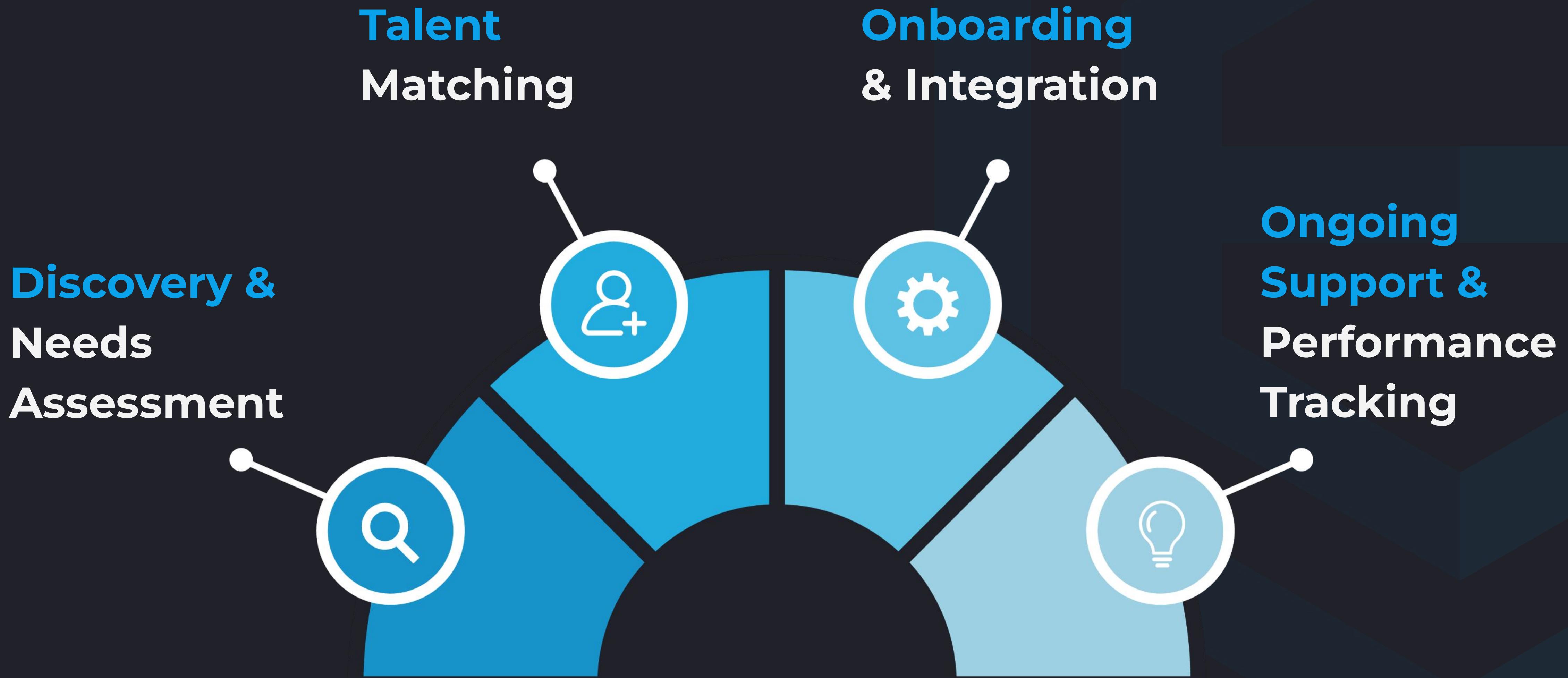
Outstanding Talent

Blue Coding curates a network of exceptional nearshore developers. All candidates undergo rigorous technical evaluation, including code challenges, design interviews, and English assessments. We take care of the legal, HR, recruiting, and onboarding complexities so you can focus on building great products — not on navigating hiring processes in another country.

What We Do

We help organizations expand their engineering capacity by building nearshore software development teams in Latin America. Whether clients need a single engineer or a full dedicated team, we assemble hand-picked talent on short notice and handle the operational overhead. We invest in developing relationships with high-performing engineers, and we actively support emerging talent in the region — strengthening our network and ensuring a reliable pipeline of skilled professionals.

How It Works



Mercatus Case Study

Relevant Experience

"Mercatus, a leading grocery e-commerce platform, came to Blue Coding with the need to approximately double its development capacity through staff augmentation. During the pandemic, Mercatus saw very rapid growth and needed to quickly scale its team to meet demand.

Through close collaboration with Mercatus stakeholders, Blue Coding was able to cultivate a deep understanding of Mercatus' business objectives and work culture, and develop a proposal to help Mercatus rapidly scale. We have now been partners with Mercatus for two years, and have built out a team of over 30 working on a variety of products and areas. These team members have become essential to Mercatus' business and have become closely integrated into the company and their respective teams.

- Blue Coding continued to provide ongoing support and talent growth as Mercatus scaled new initiatives and product lines.
- Through this partnership, Mercatus has been able to improve release cycles, enhance user experience, and expand its technology capabilities across platforms.
- The team hired through Blue Coding has been able to help Mercatus work on various products in its suite of offerings, in the areas of web, mobile, and platform development, quality assurance, and project management.

Number of Hires: 30

Technologies: PHP, Angular, React, QA

World Resources Case Study

Relevant Experience

Blue Coding is proud to have assisted the World Resources Institute with the sourcing, vetting, hiring, and management of a team of four collaborators for Global Forest Watch Pro. This team was identified and hired within the time estimated in the proposal, and has been an asset to WRI and the GFW Pro platform since beginning work.

The team hired through Blue Coding has been able to help WRI and the GFW Pro team scale their operations and grow more efficiently.

- Identify, vet, and hire an excellent slate of candidates to join the WRI team and work on GFW Pro.
- Smoothly onboard these new team members and quickly get them up to speed on the product
- Enhancing data visualization tools and interactive mapping features to improve usability and insights for global users.
- Implement Agile best practices and continuous improvements.
- Perform ongoing development and maintenance of GFW Pro.

Number of Hires: 4

Technologies: JavaScript, React, Node.js, Python, PostgreSQL

Client Portfolio



Key Team Members



David Hemmat

Our CEO, David Hemmat, has over a decade of experience in building out teams of senior engineers for our clients around the world.

His experience includes:

- Founding and growing Blue Coding into one of the best-known and most highly thought-of software developer staffing and recruitment companies in Latin America, both by clients and developers, without external funding.
- Developing all processes and training of company personnel for the operations, recruitment, finance, and software development departments.
- Leading the development of Blue Coding's sales process, with a focus on excellent customer service and pairing clients with the top software development talent in Latin America.
- Managing a team of 40 engineers across 10 countries to develop top notch eCommerce and SaaS solutions using Ruby on Rails, Spree, Solidus, Shopify, Magento, ReactJS. Oversaw all aspects of customer relationship and project development.
- Leading a team of expert eCommerce and SaaS engineers to produce high end solutions for clients ranging from cutting tech startups to large online retailers and tech giants. Oversaw end to end development of projects using Ruby on Rails, Spree, Solidus, Magento, React and a number of other technologies.

David will oversee the project and provide his expert guidance on best practices for team management and product development.

Key Team Members



Belu B.

María Belén (Belu) Barbieri leads our talent team. She has deep experience in recruitment for enterprise companies and startups in Latin America and the United States, and is an expert at identifying the right talent for a given project.

Her experience includes:

- Leading a team of ten to source, evaluate, and qualify candidates for Blue Coding's clients in a variety of verticals
- Developing effective processes for vetting candidates for different roles, including highly experienced software developers, DevOps engineers, QA analysts, UI/UX designers, and other technical roles
- Guiding sourcing, recruitment, and selection process for a company seeking various profiles, including HR and IT professionals and creative roles
- Reporting on critical KPIs to ensure her team consistently meets quarterly targets

Belu will lead the evaluation and selection of the appropriate slate of candidates, and include commentary on each candidate's strengths and skill set to assist in the team's decision.

Key Team Members



Shannon Towle

Shannon, our Director of Operations, has been with Blue Coding for six years. She has helped grow our team to include cutting edge clients in a variety of verticals.

Her experience includes:

- Liaising with clients to ensure projects are advancing as planned, and to ensure the working relationships with developers assigned to a given project is smooth and productive.
- Eight years of experience in successful client relationship management in both enterprise and SME environments.
- Experience providing support and troubleshooting in fast-paced environments where minutes and hours count towards a project's success.
- Consulting on and implementing process improvements in the legal and technology verticals (e.g. workflow optimization, KPI tracking).

Shannon would lead the formation and her team would be the main point of contact during the initial search, evaluation, and hiring period.

Key Team Members



G. Gonzalez

Gabriel is our engineering lead and will assist in managing the product teams and overseeing all processes.

His experience includes:

- Supervising the development of information systems, managing a range of activities such as designing, development and the integration of software solutions. Determining operational feasibility by evaluating analysis, defining problems, creating requirements and evaluating proposed solutions.
- Ensuring there is an adequate QA process and ensuring high-quality deliverables.
- Consulting with stakeholders, management and software developers to determine software solution requirements.
- Communicating and advising technical direction to both technical and non-technical stakeholders.
- Evaluating software and system performance/viability, as well as supervising the software development team, including overseeing due diligence and audits for new projects.

Gabriel will ensure adherence to quality standards during our evaluation and hiring process, and liaise with stakeholders as necessary to ensure the custom development team meets all requirements.

What Our Clients Say



David Ranch - 19A

I initially reached out to Blue Coding for help in identifying a developer that was the right mix of experience and cost for my specific project. The team quickly got on a call with me in order to understand my needs and shortly after had a few hand-picked candidates for me to interview. They not only helped me find the right person, but also provided a level of post hire support that exceeded my expectations. It's been almost a year since I engaged Blue Coding, and I've been happy enough with the experience to recommend them on more than one occasion.



Rory Laitila - itr8group

Blue Coding has done a phenomenal job helping us grow our teams and expand our business. They are consistent, thorough, and have deep expertise in software development, which has made our talent recruiting top notch. The service they provide has allowed itr8group to be a lot more flexible in responding to customer needs.

Thank You

For any questions or additional information you can reach us at:



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bluecoding.com

