

SAALBACH CONSULT

Jon Saalbach

Freelance .NET & Umbraco Developer

Born 18 November 1966

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Profile

With over 25 years of experience in web development, I help businesses and web agencies build new websites and web applications and improve existing systems. My technical background combines C# and .NET with many years of Umbraco experience. I take responsibility for independent assignments and provide additional development capacity within client teams.

Client needs are the starting point for reliable solutions focused on performance, security and usability. Working relationships are based on straightforward communication, clear agreements and solutions that are no more complex than necessary. I work primarily remotely.

Core skills

C# and .NET · ASP.NET Core and Blazor · Umbraco development and migration · API integrations and Azure · SQL Server · E-commerce and administration systems · AI integration · Performance and optimisation

Freelance Consultant 2020 to present

Ongoing client engagements

Børne-Foto

Sep 2022 – present

Ongoing modernisation of Børne-Foto's online shop and internal systems for booking, photo uploads, order processing and administration. Responsibilities include architecture, development and operations, with legacy systems gradually replaced while day-to-day operations continue. Selected projects are shown below, alongside regular smaller assignments.

Feb-Mar 2026

Shopify integration and Blazor online shop

Online shop for photos and posters, with a Blazor frontend and integration with the Shopify Storefront API.

Sep-Oct 2024

Website and administration

New Umbraco 13 website and Blazor administration module.

Mar-Jul 2024

Booking, e-commerce and microsites

Blazor booking module, ASP.NET online shop and Umbraco 13 microsites for AkustikFoto and GalleryPhoto.

Technologies

C# · .NET · ASP.NET MVC · Blazor · Umbraco 11 and 13 · Web API · Shopify API · Entity Framework / EF Core · SQL Server · Tailwind CSS · Alpine.js · Git

Ongoing client engagements – continued

E.J. Reklame / Håndværkernøglen

Mar 2021 – present

Architecture and development of Håndværkernøglen's Umbraco portal for E.J. Reklame, focusing on migration, performance, integrations and administrative tools. Selected projects are shown below, alongside regular smaller assignments.

Aug-Sep 2025	Blazor in Umbraco Backoffice Integration of Blazor components directly into Umbraco Backoffice, bringing administrative functions into the editorial environment.
Mar-May 2025	ChatGPT integration Development of a Blazor interface integrated with the ChatGPT API to assist with administrative tasks in Håndværkernøglen's Umbraco solution.
Aug-Nov 2024	Business register integration and web performance Integration with Denmark's Central Business Register (CVR) and Core Web Vitals optimisation using Tailwind CSS and Alpine.js. Key pages achieved scores of up to 100/100 in Google PageSpeed.
May-Dec 2023	Migration from Umbraco 7 to 11 Content migration and rewriting of custom components, services and routing. Existing content and URL structures were preserved as the basis for further development.
Technologies	Umbraco · C# · .NET · ASP.NET MVC · Blazor · Web API · ChatGPT API · SQL Server · Tailwind CSS · Alpine.js · NUnit · Playwright · Git

Dansk Backgammon Forbund

Aug 2021 – present

Development and maintenance of Backgammon.dk, covering membership management, payments, ratings and tournaments, plus DrawBoss integration. Selected projects are shown below, alongside regular smaller assignments.

Oct 2025	DrawBoss updates Ongoing updates and enhancements to DrawBoss as part of the federation's tournament platform.
Jan-Feb 2025	DrawBoss integration with Backgammon.dk Integration with shared login, membership data and ratings, plus a Blazor module for copying tournaments and events between databases.
Apr-May 2024	Payments and MobilePay Integration of payment processing and MobilePay into the federation's online payment and membership management functions.
Mar 2020–May 2021	New website via Xomit Contributed to the development of a new Backgammon.dk website in ASP.NET MVC with custom CMS functionality. Delivered via Xomit before the ongoing engagement began.
Technologies	ASP.NET MVC · C# · Blazor · SQL Server · Entity Framework · Web API · LINQ to SQL · JavaScript · Bootstrap · Alpine.js · Git

Other engagements and recent projects

Opus Group

Apr–Jun 2026 Troubleshooting and optimisation of an existing Umbraco 17 solution in Microsoft Azure. Azure Metrics and Application Insights were used to investigate performance and operational issues.

Technologies Umbraco 17 · Azure · Azure Metrics · Application Insights · .NET · C# · Git

KBH El-Teknik

Dec 2025–Mar 2026 Development of a new website using Umbraco 17 as a headless CMS and Blazor for the frontend. C# and .NET are used throughout, from content management to the user-facing frontend.

Technologies Umbraco 17 · Blazor SSR · .NET · C# · SQL Server · Tailwind CSS · Git

Plug & Drive

Jun 2020–Feb 2023

Development and enhancement of Plug & Drive's website, online shop and administration modules. The work covered both the user-facing solution and integrations with the company's administrative systems.

Apr 2021–Feb 2023 **Administration and integrations**
Modules for invoicing, bookkeeping, payment processing and charge point administration.

Jun 2020–Feb 2023 **Website and online shop**
Development and enhancement of an Umbraco 8 website with an online shop.

Technologies ASP.NET Core MVC · Umbraco · C# · Entity Framework · Web API · SQL Server · Azure Virtual Machines · Azure Blob Storage · Azure App Service · NUnit · Git

Kraftvaerk / Københavns Kommune

Jan 2020–Feb 2022 Ongoing development and maintenance of the City of Copenhagen's custom ASP.NET portal via Kraftvaerk, including testing, troubleshooting and fixes.

Technologies ASP.NET Web Forms · C#

Gorm Agency

Oct-Dec 2022
May-Sep 2023 Backend and full-stack development of Umbraco Cloud websites for the agency's clients across two project engagements. Tasks included APIs and frontend customisation.

Technologies Umbraco Cloud 10 and 11 · .NET · ASP.NET MVC · C# · Web API · JavaScript · SCSS

Senior Developer at Kraftvaerk 2015 to 2019

Development, integration and maintenance of websites and portals for Kraftvaerk's clients. Selected projects are outlined below.

Q8 / OKQ8 / F24

2015–2019

Development and maintenance of q8.dk, okq8.se and f24.dk in Sitecore 7 and 8. Work included e-commerce, self-service and integration with backend systems.

Deliverables

Online shop and product catalogue

Product catalogue and online shop for OKQ8 using uCommerce and DIBS.

Cards, insurance and self-service

Customer and company card applications with REST/MVC and WCF integrations, personal and business insurance modules, and a self-service portal for private customers.

Email and development tools

Personalised email via EXM. Project management, version control, build and deployment using Teams, Azure DevOps/Git and Octopus.

Technologies

Sitecore · ASP.NET MVC · C# · WCF · uCommerce · DIBS · Solr · MongoDB · Unicorn · EXM

FLSmidt

2018–2019

Development of a new international Sitecore website, hosted in Azure and built according to Helix principles.

Technologies

Sitecore · ASP.NET MVC · C# · Azure

Struers

2017–2018

Development and maintenance of the Sitecore solution, including personalisation using Experience Profile and new features such as a course module.

Technologies

Sitecore · ASP.NET MVC · C# · WFFM · Solr · Unicorn

Københavns Kommune / Userneeds

2017–2019 / 2017–2018

Development, troubleshooting and partner integrations for the City of Copenhagen's ASP.NET portal (2017–2019) and Userneeds' survey platform (2017–2018).

Technologies

ASP.NET Web Forms · C# · Testing and troubleshooting

Freelance Consultant 2002 to 2015

Selected examples focusing on system design, data models, integrations and web application development. The period also included numerous smaller website and campaign assignments.

EK-Pro

2010–2013 Several engagements developing web-based energy certification and energy audit systems. Tasks included energy calculations, data models, integration with Denmark's Building and Housing Register (BBR), regulatory reporting, XML import and export, data conversion, batch submissions with error logging, and unit tests.

Technologies C# · ASP.NET · SQL Server · Entity Framework · Webservices · XML

Konvers / Danmarks Fiskehandlere

2008–2014 Development of Umbraco websites, including a member website with a media library, profiles, permissions and newsletters. Also campaign websites and the ILike campaign platform with a database, administration, statistics and automated email sequences.

Technologies Umbraco · C# · ASP.NET · SQL Server · Integrations

KMD via Pø Data

Nov 2004–Feb 2005 Development of version 2 of KMD's self-service portal for several municipalities. Responsibilities included system design, software development and web development.

Technologies C# · ASP.NET · SQL Server · XML

virk.dk via Alpha Solutions

2004 Prototype and production version of a new .NET and Sitecore portal platform, including system and database design (Jan–May). Subsequent development of a competition module for virk.dk (Sep–Oct).

Technologies C# · .NET · Sitecore · SQL Server

Bogklubben 12 Bøger

2001–2006 Maintenance and development of bogklubben.dk. In Mar–May 2005, I developed database synchronisation and an extended pricing structure for the member shop. The engagement began before the 2002–2015 freelance period.

Technologies C# · ASP.NET · Windows Services · SQL Server

Earlier experience

Tribal DDB · Developer

1999–2001

Backend development of websites and CMS solutions for clients including Sony Europe, Skandinavisk Motor Co., Matas and Tryg. Work covered product databases, data import and conversion, dealer websites, intranets, and system and database design.

Swwwing A/S · Developer

1997–1999

Development of versions 1 and 2 of the Swwwing intranet system: core platform, database access, permissions, localisation and applications such as a calendar and shared user interface components.

Borgens Forlag · Freelance work

1987–1997

IT support, PC configuration and backup, followed by development in Visual Basic and C interfacing with AS/400. Also book typesetting using Ventura and PageMaker.

Education

University of Copenhagen · 1986–1992

Studies in computer science, physics and astronomy. Passed the first part of the Danish degree programme in computer science and physics, followed by additional computer science courses. The full degree programme was not completed.

Nyborg Gymnasium · 1984–1986

Upper secondary school leaving examination, mathematics and physics stream.

Certifications

Sitecore Professional Developer · Sitecore 8.2 | Jun 2018

uCommerce/Sitecore Certified · Master Class | Mar 2016

Microsoft Certified Solutions Developer · Web Applications | Jul 2014

Microsoft Specialist · HTML5, JavaScript and CSS3 | Jul 2014

Microsoft Certified Professional · Web Applications with C# .NET | 2003

MCSD includes exams 70-480, 70-486 and 70-487.