



Full-Stack Senior AI Software Engineer

 **Location:** Billund, Denmark (Hybrid / Remote by agreement)

Help Build the Future of In-Store Experiences

At **My Instore Radio**, we're building a global SaaS platform that helps thousands of businesses in more than 50 countries create exceptional customer experiences through licensed background music, AI-generated overhead messaging, and digital signage.

We are not just looking for another software engineer.

We are looking for someone who wants to help redefine how software is built.

Artificial Intelligence is fundamentally changing software engineering. At My Instore Radio, we are embracing that transformation by building an **AI-first engineering team** - a team that leverages AI to build better software, solve complex problems faster, and focus on innovation instead of repetitive work.

If you are constantly exploring new AI tools, experimenting with better workflows, and believe AI makes great engineers even better, we would love to meet you.

What You will Build

As part of our engineering team, you'll develop and evolve our global platform, including:

- New SaaS platform features
- Backend services (.NET / C#)
- Frontend applications
- REST APIs
- Android applications
- iOS applications
- Software for our proprietary media players
- AI-powered platform functionality
- Third-party integrations
- New customer experiences powered by AI

You will work closely with the rest of our team to shape the future of our products.

Who We are Looking For

You have:

- Several years of experience as a Full-Stack Software Engineer
- Strong experience with .NET / C#
- Experience building scalable backend systems
- Experience with modern frontend development
- Experience designing REST APIs
- Experience developing Android applications
- Experience with iOS development (preferred)
- Experience working with cloud-based applications
- Strong software architecture and problem-solving skills

More importantly, you are passionate about continuously improving the way software is built.

Our AI-First Engineering Culture

At My Instore Radio, we don't measure productivity by how many lines of code you write. We measure it by how effectively you solve problems.



We expect every engineer to continuously explore and master modern AI tools to improve quality, speed, and innovation.

AI is integrated into everything we do, including:

- Software architecture
- Code generation
- Refactoring
- Testing
- Debugging
- Documentation
- Code reviews
- Security analysis
- Research
- Automation
- Rapid prototyping

We do not see AI as replacing engineers.

We see AI as multiplying the capabilities of great engineers.

You'll Probably Love Working Here If You...

- ✓ Get excited every time a new AI model is released.
- ✓ Constantly experiment with new AI development tools.
- ✓ Enjoy solving problems more than writing boilerplate code.
- ✓ Care about software quality more than personal ego.
- ✓ Like challenging established ways of working.
- ✓ Believe software development will look completely different five years from now.
- ✓ Enjoy learning something new every week.

This Probably Isn't the Right Job If You...

- ✗ Think AI is "cheating."
- ✗ Only use AI occasionally.
- ✗ Prefer doing everything manually.
- ✗ Want to work exactly the way you've always worked.
- ✗ Believe software engineering will not change.

Focus on Engineering

Our developers are supported by a dedicated **Cloud Platform Engineer** responsible for:

- Azure infrastructure
- Server operations
- Monitoring
- Certificate management
- Platform maintenance
- Operational troubleshooting

That means you will spend your time building products - not maintaining infrastructure.

Why Join My Instore Radio?

We are a small, ambitious international company where great ideas quickly become reality.



You will help shape products used every day by businesses around the world while working alongside people who genuinely believe AI is transforming software engineering.

If you are excited about helping define what modern software development looks like, we would love to hear from you.

Join Our AI-First Engineering Team

Together, we are building software differently.

We do not want engineers who simply use AI.

We want engineers who are helping define what software development looks like in the AI era.

If that sounds like you, we would love to hear from you.

Application

Does this sound like the right opportunity for you?

Send us your CV and a brief cover letter via LinkedIn or to hr@myinstoreradio.com. If you'd like to learn more first, feel free to contact us for an informal, no-obligation conversation.

Join **My Instore Radio** and help build and evolve a global platform trusted by customers in more than 50 countries every day. 🚀