# Curriculum Vitae – Dominic Morris

Senior Technology Director - CTO, CIO, SVP

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Nationality: British Citizen Availability: negotiable

**Management and Leadership:** Highlights

* Board-level operational experience: founder and CTO
* Hands-on technical programme management and stakeholder engagement
* Empowering and building high-performance technical teams
* Business development & fundraising

**Capital Markets:** 15+ years’ experience

* Live pricing, exchange & broker connectivity architectures and infrastructures
* Static data and corporate action automation
* Front-office analysis & development
* Currency options, equity cash and derivatives, energy derivatives
* Real time risk, position and market data management
* Trade processing and order management

## Commercial Experience

**TradeHero** ~ Founder, Board Director & Chief Technology Officer

*August 2012*– *current* [www.tradehero.mobi](http://www.tradehero.mobi)

[www.nrf.gov.sg](http://www.nrf.gov.sg) / [www.tnfventures.com](http://www.tnfventures.com) / [www.kpcb.com](http://www.kpcb.com) / [www.ipvcap.com](http://www.ipvcap.com)

**TradeHero** is a gamified and mobile-optimized investment community and platform. Powered by patented technology, it allows users to trade across 28 global exchanges in 36 currencies, to find and follow top-rated traders and to learn the mechanics and specifics of investing in the global markets. It operates on a cloud-based platform (SQL Server, Azure Table Storage (NoSql-based non-relational store), C# WebAPI, Redis, HDInsight Hadoop) serving heterogeneous clients: iOS Objective C & Swift, Android and web.

* **Technology and platform growth:** from 3 to 35+ staff in Shanghai and Singapore - concept-stage to 4m+ registered installs across 95+ countries: 535% YTD growth 2014-15.
* **Product management**: designed and built core product to achieve ~40/20/10% at 1, 7 and 30 day cohort retentions – considered to be world-class retentions for mobile gaming sector.
* **Technical scale**: built out data centers in mainland China and HK, supporting ~100k Daily Active Users (DAU), and 900k MAU.
* **Technology-driven viral marketing**: built WeChat and Facebook viral campaigns with cost reductions in user acquisition (CPA) falling from US$2+ to $0.23.
* **Strategic leadership**: championed at board-level, then designed, pitched and sold live-trading and account acquisition interface (“TH LIVE”) for select broker-partners.
* **Investor relations**: worked with and supported co-founder and CEO to execute fundraising from seed stage, series A and series B.
* **Intellectual property:** built out the firm’s patent portfolio including national-phase WIPO filings in China and US.
* **Business and revenue development**: developed key partner relationships through MOU, SOW and implementation phases, bringing in **~US$2.5m** revenue over 2014-15;
* Stock Exchange of Singapore (SGX) – multiple sponsorships and competitions for Singapore and other APAC users, relationship spanning 2+ years;
* Macquarie Group – repeat multi-year engagements in Singapore, Thailand & Malaysia, centered around retail engagement with structured warrants;
* Kenanga Investment Bank - #1 Malaysian retail broker; pitched and closed to their Retail Equities CEO TH LIVE.
* Ayondo Markets – advanced stages of joint-venture cooperation including legal consultation and strategy planning on structuring of HK/mainland China vehicle to allow mainland Chinese residents access to overseas CFDs via TH LIVE.
* Oanda Corporation – competitions, and account acquisition for global FX CFD broker;
* UBS – white-label offering for UBS staff;
* Seeking Alpha, Motley Fool – content sharing partnerships;
* Others including Bursa Malaysia, Stock Exchange of Thailand (SET), Phillip Capital, DBS Vickers, OCBC Securities (Singapore), eToro (global CFDs) Batavia Prosperindo Sekuritas (Indonesia), Qilu Securities & Haitong (China) and CIMB Securities & Maybank Kimg Eng (Malaysia).

Backed by Singapore National Research Foundation (NRF) and TNF Ventures of Singapore, TradeHero launched in January of 2013 where it attained the #1 App Store spot for Finance in some 66 countries, has been ranked top 10 in 92 countries and was voted top 10 ASEAN tech startup by Inside Investor, amongst many other accolades. In July of 2013, TradeHero closed a USD $10m Series A investment with Kleiner Perkins Caufield Byers (KPCB) – their first ever in a Singapore-based technology firm – and IPV Capital of China. This was at the time the largest fin-tech startup investment into a Singapore company.

The technology function in the company was grown organically to comprise some 35 staff, or 80% of the company headcount. I was responsible for allocation and planning of this team’s USD 2.5m annual run rate, for the talent acquisition to support the staffing growth, and for bootstrapping both of the company’s development centers - in Singapore and Shanghai, and I led hands-on coding of the early phases of the C# API layer and data model.

The engineering team was under my programme management direction since inception and included a wide range of skill sets from financial markets veterans through to mid-level staff and interns. Key challenges included live-pricing exchange connectivity for warrants, equities and FX; multi-portfolio and multi-currency aggregation and analysis; design and implementation of corporate action handlers; static and EOD data feeds across disparate global exchanges. A multitude of scalability, growth and operational challenges inherent in early stage and fast growth environments were successfully overcome – these included in-place live migration of position-keeping tables from relational data stores to non-relational solutions (Azure Table Storage) and refactoring of core services to map-reduce Hadoop distributed architecture.

The company was selected for inclusion in Microsoft’s Beijing-based China Accelerator class of 2014 and we worked as early-adopters with Microsoft on, amongst others, the scalability and performance learnings arising from running SQL Server on virtualized hardware.

### Standard Chartered Bank ~ eCommerce Head of Quality & Release

*January 2012 – August 2012*

As part of the bank’s eCommerce delivery team, I ran the Quality Assurance and Release Management teams as part of Financial Markets Solutions Delivery (FMSD). I was responsible for the design and implementation of best practices across the release and quality disciplines, as well as for the aggressive hiring and built-out of the groups operational capabilities: 40+ roles technical resourced within a very short timeframe.

Executing this role within eCommerce was challenging and stretching; extremely demanding business requirements drove a very rapid pace of development on a relatively new and external client-facing platform. My teams’ outputs were directly responsible for the accurate and effective management of reputational and market risk as the platform’s business capabilities were iterated over rapid timescales.

I left this role to take up a unique opportunity in an early-stage technology startup.

### Citi ~ Equities Risk Technology Global Release Manager

*October 2008 – December 2011*

### Microsoft Consulting Services (MCS) ~ Consultant (SDET)

*September 2005 – September 2008*<http://btvision.bt.com/>

### RBS Financial Markets ~ Software Architect & Developer, Currency Options

*February 2005 – September 2005*

### Deutsche Bank ~ Software Architect & Developer, Exotic Equity Derivatives

*October 2004 – February 2005*

### Barclays Capital ~ Software Analyst & Developer, front-office Commodities

*March 2004 – October 2004*

### Microsoft ~ Software Developer, 3rd-Line Technical Support

*November 2003 – March 2004*

### Huntleigh Healthcare ~ BA & Senior Developer *Jul 2001 – Nov 2003*

### X Telecom Ltd. ~ Software Consultant *May 2003 – Jul 2003*

### Mehdi and Ward ~ Software Architect *Jun 2001 – Jul 2001*

### InterclubNet ~ Technical Author / Software Developer *Apr 2001 – Jun 2001*

### Primark (Thomson Financial) ~ Software Developer *Dec 2000 – Apr 2001*

### IdeaShed ~ Software Architect / Developer *Feb 2000 – Dec 2000*

### Racal Telecom ~ Software Architect *Mar 1999 – Jul 1999*

### IT Associates ~ Software Designer / Developer *Feb 1999 – Mar 1999*

### Northern & Shell ~ Software Designer/ Developer *Nov 1998 – Dec 1998*

### Kimberly-Clark ~ Software Developer *Jul 1998 – Oct 1998*

### Carland ~ Business Analyst / Software Developer *Apr 1998 – Jul 1998*

### Aspen Field Marketing ~ Software Developer *Dec 1997 – Mar 1998*

### Wayne Kerr (sic.) Electronics ~ Software Developer *Oct 1997 – Dec 1997*

### COM DEV (Europe) ~ Technical Author *Jun 1997 – Sep 1997*

## Technical, Education & Interests

* C: 21 years’ experience, C++: 17 years.
* C# & VB (Beta 1, 2, RC1, RTM, 1.0, 1.1, 2.0, 3.0, 3.5, 4.0, 5.0): 12 years.
* .NET CLR: 12 years.
* Microsoft TSQL: 13 years, Oracle PL/SQL: 12 years.
* XML, DOM, SAX, Java JDK, JavaScript, ASP, VBScript, DHMTML: 11 years.
* Bilingual English/French, basic Indonesian/Malay
* Conditional offer Kings College, Cambridge (Natural Sciences/Philosophy)
* GCSE: 7 As, 3 Bs / A Level: A, B, C
* Hobbies: Chess, fitness, history of ideas.

## Early Career Commercial Experience

### Micro-Ed (MS-DOS) software for schools (own product)

Summer 1992: began writing MS-DOS version in Turbo C (Borland).

Autumn 1993: began marketing MS-DOS version.

Jan 1995: version 5.00 completed with Visual Basic 4.00.

### NextBase (now Microsoft)

Summer 1992: one week work experience working with software developers. C programming in a Windows environment.

### Electronic Data Systems (EDS)

June 1991: two weeks work experience. C programming for engineering applications, including C programming for PCX graphic file viewer.

### Computer Shopper

Nov 1990 and Jan 1991: prizes won in Programmers' Challenge (age 13), written in C.

### Personal Computer World

Dec 1990: program published, written in C.

### Computer Park

Residential holiday for computer enthusiasts (1990-93) - Met and worked with programmers from NextBase (now Microsoft.)