



Serdar Mustafa

Director of Product Engineering

Personal Info

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Education

- **Certification**
Zero To Mastery Academy
Jan 2020
- **Bachelor's Degree**
Middlesex University
Jan 2014
- **Bachelor's Degree**
Middlesex University
Jan 2013

Skills

Strategic Vision and
Leadership - Expert

Change Management: - Expert

Product Development and
Management - Expert

Cybersecurity and Data
Protection - Experienced

Blockchain and Fintech
Expertise: - Experienced

Cross-Functional
Collaboration/Stakeholder
Management - Expert

Operational Efficiency and
Cost Reduction - Expert

Customer-Centric Approach -
Expert

Summary

I'm Sid Mustafa, a seasoned leader in the engineering sector. With profound expertise in SaaS, Fintech, Cybersecurity, and Blockchain, I've orchestrated transformative shifts in teams and operations, streamlined SDLCs, and accelerated product deliveries, embodying the spirit of Product-Led Growth. At RKVST, I spearheaded the pivotal transition of an archaic enterprise and systems engineering team into a modern, efficient product/user-led unit, laser-focused on delivering value by addressing real user challenges. From establishing a robust 50-member Product Engineering Department to leading a groundbreaking rebuild of the THM codebase at TryHackMe and assuming leadership roles at Rota, I seamlessly blend technical acumen with strategic foresight.

Work Experience

Director of Product Engineering, RKVST, Cambridge

November 2022 - August 2023

Strategic Realignment for Business Growth: Spearheaded the development and implementation of a technical strategy that perfectly aligned with business goals, fostering a synergy that propelled RKVST to new heights in the market.

Revolutionizing the Software Development Life Cycle (SDLC):

Overhauled the existing SDLC, introducing modern methodologies and tools that resulted in a 30% acceleration in time-to-market and a 35% reduction in operational costs.

Leading a Product/User-Led Transformation: Successfully led the pivot of an archaic systems engineering team into a modern, agile, product/user-led unit, focused on delivering substantial value by solving real user problems, enhancing customer satisfaction, and strengthening market presence.

Championing Product-Led Growth (PLG): Played a vital role in bolstering the company's PLG efforts, contributing to significant growth in customer activation, adoption, expansion, and advocacy, which not only optimized internal processes but also amplified RKVST's market presence.

Talent Development and
Leadership - Expert

Technical Acumen and
Innovation - Expert

Languages

English

Estonian - Very Good

Turkish - Fluent

Fostering Collaboration and Efficiency: Cultivated a collaborative environment that bridged the gap between Design and Product teams, resulting in 30% more on-time deliveries and fostering a culture of innovation and efficiency at RKVST.

Head of Software Engineering, TryHackMe, London

February 2022 - August 2022

Assuming the Role of CTO: Effectively stepped into the critical role of CTO, where I was reporting directly to the co-founders, I was instrumental in shaping the technical direction and strategy of the company, ensuring alignment with its broader product-led business goals.

Building a Remote Team: Successfully built a large international remote team from the ground up, fostering a culture of collaboration and innovation, and emphasizing best practices to maintain high standards of quality and efficiency.

Leading Codebase Rebuild: Led the monumental task of rebuilding the legacy Vanilla-JS THM codebase into a modern SPA, focusing on enhancing the developer experience and implementing modern technologies to streamline operations and improve product quality.

Emphasizing Developer Experience: Placed a strong emphasis on optimizing the developer experience, implementing tools and practices that fostered innovation and efficiency, and facilitated the smooth and rapid development of high-quality software solutions.

Architectural Evaluation and Best Practices: Conducted comprehensive evaluations of existing architectures, identifying areas for improvement and implementing best practices to ensure the development of robust, scalable, and secure software solutions.

Engineering Manager, ROTA, London

September 2020 - February 2022

Progressive Leadership Journey: Embarked on a progressive leadership journey, evolving from a Full Stack Developer to Tech & Delivery Lead, and eventually stepping up as the Engineering Manager, showcasing adaptability and growth.

Leading Redesigns and Refactoring: Spearheaded significant redesigns and code refactoring initiatives, enhancing system performance, reducing bugs, and improving the overall user experience.

Improving Delivery Time: Implemented strategies that significantly improved project delivery time, fostering a culture of efficiency and responsiveness that met and exceeded business objectives.

Enhancing Productivity: Introduced innovative approaches to enhance productivity, fostering a collaborative and agile environment that encouraged the team to excel and deliver high-quality solutions.

Mentoring and Team Development: Played a pivotal role in mentoring and developing the team, nurturing talent, and fostering a culture of continuous learning and improvement, which contributed to the overall growth and success of the organization.

Military Service

Cyprus Turkish Peace Force Command

July 2016 - September 2017

Basic Training: Initially, individuals undergo basic training where they learn the fundamentals of military service, including physical training, discipline, and basic combat skills.

Specialized Training: After basic training, individuals might receive specialized training in various fields such as communications, logistics, or combat units, depending on the needs of the military and the individual's skills and preferences.

Courses

CTO Academy, CTO Academy (Passed)

Early Career

Various Leadership Roles

In the early stages of my career, I embarked on a significant journey with Phones4U, a well-known telecommunications company. My tenure there spanned three years, starting from 2001. I rapidly climbed the corporate ladder, transitioning from a Sales role to Sales Manager, then to Store Manager, and finally to Associate Sales Director. As the leader at the helm of the highest revenue-generating store in London, I crafted and executed custom sales strategies, which were later implemented across multiple stores when I took charge of 15 stores in the region.

In parallel, I nurtured a passion for fitness, becoming a Certified Personal Trainer. I operated both independently and in association with LA Fitness UK. My expertise in personal training was recognized with certifications from the National Academy of Sports Medicine and WABBA Qualifications. In this role, I developed personalized fitness programs, helping individuals achieve their health and fitness goals. A pinnacle moment in this phase was when I had the privilege to support an Olympic gold medalist in transitioning their training regimen to suit their new venture into professional boxing. This experience not only honed my skills but also added a golden feather to my fitness career.