Contact

craig@penfold-productions.com

www.linkedin.com/in/penfold (LinkedIn)
au.yahoo.com (Company)

Top Skills

Software Development
IT Strategy
Scalability

Craig Penfold

VP Product Engineering at Culture Amp / Non-Executive Director / Fractional CTO
Melbourne, Victoria, Australia

Summary

I'm a technology professional with 22 years experience in the development, leadership, delivery and management of large scale as well as niche, cutting edge technology. Experience spans several domains including Online Marketplaces, Internet Service Providers, Online Broadcasting, Mobile, Digital Media, Transactions, Social Media, Big Data and Telecommunications.

I'm a proven team player with a passion for creating teams that thrive and succeed in meeting business outcomes. I have a strong focus on developing/mentoring individual team members while delivering quality products on time and to spec. I have demonstrated ability to create a culture of innovation and agility within an organisation, that constantly strives to improve the outcomes for our customers. I have the ability to lead cross-functional teams of 200+ staff.

I'm able to communicate technical concepts to both executive management and technical groups, and focus on developing and delivering to business and technical strategies.

I love working with smart people, solving complex problems using technology and genuinely making a difference to a company and to it's customers.

Experience

Culture Amp
VP Product Engineering
October 2021 - Present (3 years 11 months)

Culture Amp is the world's leading employee experience platform, revolutionizing how 25 million employees across more than 6,500 companies create a better world of work. Culture Amp empowers companies of all

sizes and industries to transform employee engagement, drive performance management, and develop high-performing teams.

Powered by people science and the most comprehensive employee dataset in the world, the most innovative companies including Canva, On, Asana, Dolby, McDonalds and Nasdaq depend on Culture Amp every day.

Housing Hub
6 years 4 months

Non Executive Director
April 2024 - Present (1 year 5 months)

The Housing Hub website is a great way for people with disability to find suitable housing. For providers and vendors of accessible housing, it's the perfect way to connect with suitable tenants or buyers.

The Housing Hub also has a library of useful info about housing options (including Specialist Disability Accommodation), supporting people with disability to work out what is wanted and needed in a home, and marketing an accessible property.

Advisory Board Member
May 2019 - April 2024 (5 years)

The Housing Hub website is a great way for people with disability to find suitable housing. For providers and vendors of accessible housing, it's the perfect way to connect with suitable tenants or buyers.

The Housing Hub also has a library of useful info about housing options (including Specialist Disability Accommodation), supporting people with disability to work out what is wanted and needed in a home, and marketing an accessible property.

The Housing Hub is an initiative of the Summer Foundation.

Rome2rio
Chief Technology Officer (CTO) / Head of Product
July 2019 - October 2021 (2 years 4 months)
Melbourne, Australia

Rome2rio is a multi-modal travel search company, specialising in helping travellers plan their trip from A to B. Covering transport modes such as Train, Bus, Ferry, Flights, Ride Share and more!

We have over 20M sessions per month and have a truly global audience. Check us out at https://rome2rio.com

My role encompasses both CTO and CPO disciplines, setting the company's Product Strategy and leading the team to deliver on our mission of helping travellers plan, book and share their complete trip

SEEK
Delivery and Operations Director
June 2015 - June 2019 (4 years 1 month)
Melbourne, Australia

SEEK is the global leader in the creation and operation of online employment markets. Owning leading job boards in Australia, New Zealand, China, Brazil, Mexico, Africa and across SE Asia, SEEK employs over 6000 people across Australia and internationally.

* Leading a cross functional team comprising Delivery Managers, BAs, Developers, Systems Engineers, Technical Operations specialists, Infrastructure engineers, DBAs & Enterprise Application consultants - 230+ people
* Responsibility for the delivery of SEEK's core platforms, systems and products for our Hirers and Candidates - including the Ad Centre, https://www.seek.com.au, https://www.seek.co.nz, search and matching, Premium Talent Search, SEEK Analytics, Mobile applications and email notifications channel.
* Responsibility for the maintenance and support of SEEK's network and infrastructure
* Grown the team from 150 to 230 people to meet SEEK's growing development needs.
* Drove a strategy to increase female representation in the development teams from 12% to 22%
* Responsibility for the core Enterprise Applications suite including SAP CRM, SAP BW, Tableau, Yellowfin, Concur, Workday etc

Yahoo7
CTO
February 2013 - April 2015 (2 years 3 months)

* Leading a cross-functional technical team of 50+ to deliver new initiatives and operate existing platforms

* Be the technology thought leader within the business providing guidance and direction to the Executive team
* Driving a culture of innovation, incorporating best practices and exploring new technologies
* Build and grow the team to help achieve their personal and professional goals
* Defining and implementing Technology Strategy in-line with business strategy
* Create plans for process engineering, improved quality controls and continuous integration/deployment
* Architect and steer key directions in new technologies while leveraging the best of Yahoo globally.

Yahoo!7
5 years 11 months

Head of Technology
September 2008 - February 2013 (4 years 6 months)

Aug 2011 - Present: Head of Technology / Head of Technology Strategy

* Leading all local Yahoo!7 technical initiatives for Australia and New Zealand
* Focus on defining and implementing Technology Strategy in-line with Business Strategy
* Focussing on process engineering and innovation
* Developing strategies to grow and improve the business now and for the future in the areas of Mobile, Social and Data

Oct 2010 - Aug 2011: Head of Development, Local

* Responsible for delivering Yahoo!7's local and geo social roadmap and strategy.
* Managed the front-end team build and deployment of large-scale local listings platform, local mobile sites, content distribution platform and continuous integration environment

Nov 2009 - Oct 2010: Integration Manager, Totaltravel

* Managing the platform and product integration between the acquired travel listings business Totaltravel and Yahoo!7.
* Improving the quality, stability and scalability of the existing backend CRM and CMS
* Leading a cross-functional team in the development of a new Media site replacing the Totaltravel and Yahoo!7 Travel media properties.

Sept 2008 - Nov 2009: Engineering Manager

* Managing 5 teams of engineers ranging from platform, search, media and front-end engineering.
* Representing Engineering to senior management while focusing on delivering quality, reusable and reliable code in line with Yahoo!7 business requirements.
* Providing technical direction, leadership and inspiration for the team and individuals
* Helping each engineer explore growth opportunities and best use of their skills.

Media Engineering Manager
October 2007 - September 2008 (1 year)

Managing a team of Software Engineers responsible for building, supporting and maintaining Media Properties for Yahoo!7 Australia and Yahoo!Xtra New Zealand.

Properties include:

* Beijing Olympics site (official internet site for the games for AU)
* TV
* Lifestyle
* Movies
* Music
* Games

Software Engineer
April 2007 - October 2007 (7 months)

SingTel Optus
Senior Software Engineer

November 2001 - April 2007 (5 years 6 months)

Software development for all customer facing web sites including a personalized web content portal, webmail, member services and online signup for Optus' ISP customers.

Development and support for Optus' customer facing 3G and WAP web sites for mobile users.

Excite@Home Australia
Broadband Software Engineer
October 2000 - November 2001 (1 year 2 months)

Australian Broadcasting Corporation
Applications Developer
January 1997 - October 2000 (3 years 10 months)

As a part of the News and Current Affairs team I was responsible for delivery and support of IT systems for ABC TV, Radio and Online News departments.

Responsibilities include:
* ABC Online News site (including feed generation to 3rd party news sites)
* Setup and management of the ABC's IT needs for Budget night
* Setup and management of the ABC's IT needs for state and federal elections
* Integration and support of the News Production System across all ABC offices throughout Australia
* Support for foreign correspondents overseas

Education

Australian Institute of Company Directors
Governance Foundations for Not-for-Profit Directors · (April 2024 - April 2024)

UNSW
BSc, Information Systems · (1993 - 1996)

Stanford University Graduate School of Business
 · (2014)