Diego Moore

Head of Engineering — Digital Transformation Leader

+447780866310
www.mibstar.co.uk
diego@mibstar.co.uk
West Sussex, UK
Nationality: British / Colombian
www.linkedin.com/in/diegomoore
diegomoore.github.io/cv

</> SKILLS

Hard skills:

- Software Development Life Cycle
- Large Scale Agile
- Lean / Agile Architecture Definition (C4 Model)
- Technical Product Definition & Development
- Managed Capacity (Offshore / Nearshore)
- Compliance (ISO, PCI, SoX, HIPAA, etc)

Tooling:

- Multi Vendor Native Cloud Development
- Enterprise & Headless CMSs (Drupal / Sitecore / AEM / WordPress)
- Enterprise Integration Platforms (EIP)
- Salesforce, ERPs & Professional Services Automation (PSA)

Real (soft) skills:

- Leadership (5 Levels by John Maxwell)
- Distributed asynchronous collaboration
- Empathy & Self awareness
- Financial Literacy

🌐 LANGUAGES

English / Spanish
Native / Bilingual / Business

⚙ REFERENCES

Chris Altman, Director of International Digital Media - A+E Networks, NY

Diego was a joy to work with, helping illustrate complex technical problems in easy language and clear solutions

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📋 SUMMARY

A highly versatile Polymath Technologist with more than 24 years of experience delivering innovative digital products across agencies, startups, and enterprise environments. Able to bring a unique blend of technical depth, creative vision, and strategic thinking — shaping polished user experiences and scalable architectures across diverse technology stacks (.NET, LAMP, Java, MACH) and platforms (CMS, e-commerce, CRM, Mobile, IoT, Cloud Native).

With a proven track record in pre-sales, consulting, and full product lifecycle delivery, I thrive in fast-paced, high-impact environments. I posses a leadership style that is both hands-on and collaborative, fostering high-performing teams and driving excellence in engineering practices.

Key Strengths:

- Strong expertise in software architecture and multiple technology stacks. Reviewing technical product options, solutions and reusable building blocks
- Product owner mindset including excellent UX design & aesthetics skills
- Proven ability to build, lead and manage teams, both in-house, remote, and offshore. Providing frameworks for career progression and mentorship
- Passionate about driving innovation and pushing the boundaries of technology
- Exposure to most industries: Publishing, Media, Telecoms, Entertainment, FinTech, Startups, Government, Pharma & Healthcare

🎓 EDUCATION

The 21 Irrefutable Laws of Leadership, John Maxwell
Year long effective leadership course, using real-life examples and insights gained from his decades of experience as a leadership coach.

Leadership Masterclass, Hillsong London
A 7 week programme covering leadership excellence, high performance behaviours, developing leadership style & value proposition, excelling in teamwork and motivating others, communication skills developing personal confidence and building strong and effective relationships.

altMBA
CREATED BY SETH GODIN, FOR YOU.
AN INTENSIVE, 4-WEEK ONLINE WORKSHOP DESIGNED TO ACCELERATE LEADERS WHO ARE CHANGE AGENTS FOR THE FUTURE.

Seth Godin's AltMBA 3rd cohort

A transformative leadership workshop focused on helping people navigate change and uncertainty.

💼 PROFESSIONAL EXPERIENCE

Jun 2016 – present
London

A boutique Technology Consultancy, Mibstar Ventures

My personal Venture Building vessel I've established to capture on-going collaborations in start-up capacity over the years some of which are stealth or incubation phase.

Previous projects below

Sep 2019 – Jun 2024
Bogotá / Remote

Director of Backend Development, Monks Technology Services
Returned to Zemoga (now Monks Technology Services) to re-establish the strength of the backend development practice. I was part of the pitch team for their largest opportunity in their then 17 year history, a ramp-up of 150 team members for Morningstar to nearshore their offshore dependency with China.

This coincided across the company with increased complexity in engineering projects and a particular focus in the FinTech sector and the associated due diligence and standards such as ISO certification requirements.

Key Clients: Walmart, PlayStation, MORNINGSTAR, BURGER KING, DIAGEO, MINI, BMW, APEX Fintech Solutions, ONESAFE

Highlights & Accomplishments:
- Growing the backend development team from 7 to 57 engineers in less than 3 years and all the associated processes and team structure to support the scale.

- In collaboration with my VP we established an additional DevOps Discipline and increased the awareness and skills across disciplines to respond to the demand of Serverless solutions and Native Cloud Engineers.

- Expanded the offering of skills beyond .Net, Java & PHP to include SalesForce, full-stack engineers, Python, data engineers and even clients in the Web3 / crypto space.

Oct 2018 – Aug 2019
London

Technical Director, Hello Daisy (via Mibstar)
Having engaged previously on two occasions with Hello Daisy I was asked to come on board to cover for their CTO while an A series round was raised. My responsibilities included:

- Creating and presenting a detailed product road-map to investors

- Improvements to the prototype. Implementing feedback from customer trials

- A detailed specification including product concepts, UX, wire-frames, journeys, architectural technology stack and product backlog

- Validating the key building blocks of the stack with proof of concepts and hardware devices

- Establishing 3rd party partnerships for the production phase including hardware manufacturers in China

Jun 2016 – Sep 2018
London

A boutique Technology Consultancy, Mibstar Ventures
Having been empowered with my experience at Seth Godin's AltMBA I pivoted Mibstar (formally Mibstar Technologies) to focus on Ventures where I'm able to apply my experience and passion for building digital products in start-up environments.

The variety of the ventures is indicative of the importance of spending time on projects I have an affinity towards. Some of them I've been able to help ship include:

- **Venture Building** – FinTechnovation incubators Providing Venture Builder & Consulting Services to a group 5 incubators from Surrey Incubation & The Surrey 100 Club. All under the auspices of the FinTechnovation Group. Due to NDA restrictions I can only disclose that these 5x incubators will provide Financial Services to professionals (including a peer-to-peer lending platform) alongside work based Financial Education using online platforms and video production services.

- **Compassion UK** – Engaged with the charity ahead of building their first mobile app. My initial review led to recommending a project pause to reassess underlying assumptions. Facilitated workshops with the Digital Team, Directors, and International Team. Together, we mapped missing objectives and developed a concept supporting Digital as an additional channel to increase touch-points between sponsors, the charity, and sponsored children.

- **Diagri** – Internet of Things / Mobile Web App An Internet of Things (IoT) start-up providing smart monitoring solutions for livestock; tracking and detailing animal location and movement. I was brought in to support the founder and the 3rd party which had been building the prototype for the previous year without completion. Having developed a Product specification, associated road-map and Technology stack aligned to AWS best practices I was able to introduce and handover to the AWS Activate Start-up team to build a production version.

May 2015 – Jun 2016
Brighton

Technical Director (Fractional), The Unit (via Mibstar)

I was brought in to bolster the Technology team of this independent UX and Design agency, which was increasing their Financial Sector clients as well as expanding to larger and more complex projects.This required some insight and experience throughout from the pitch process all the way to implementation. Leading and expanding the relatively young team from front-end prototyping projects to full implementation of transactional e-commerce sites with associated integrations.

Establishing modern development practices, leveraging new tooling (Atlassian, AWS & fortrabbit), frameworks (Laravel & Drupal 8) and working collaboratively with client-side Architects (esure).

Key Clients: esure   RSA   NEILSON

Mar 2015 – Apr 2015
London

Consultancy, Mibstar Technologies

Working alongside a digital consultant as technical consultant supporting the newly appointed Chief Digital Officer of a FTSE-250 wholesaler that was undertaking a re-platform for Booker Group PLC.

I continue to provide support to several start-ups, with a focus in the shadow-banking sector and related FinTech industry where we're currently in the final stages of a 2 years FCA accreditation process for our platform.

Key Clients: BOOKER WHOLESALE   Wealth Harbour

Nov 2013 – Feb 2015
London / Cardiff /
Edinburgh

Lead Technical Solutions Consultant, Precedent

End-to-end technical consultant working alongside other business strategy and UX consultants, during all phases of delivery of digital strategies for Precedent clients.

My involvement started early at the pitch process supporting new business as well as during discovery and definition phases. I worked to establish technical solutions through client stakeholder workshops in order to define the requirements and subsequent solution design. Gathering input from technical analysts and platform leads, I established best practices within Precedent.

Key Clients: Bloomberg   BMA   energy saving trust

Feb 2012 – Sep 2013
Bogotá / New York

Director of Technology, Zemoga

In addition to leading the App Development department I took responsibility over the Technology Operations team as well as being active within the Sales support structure previously carried out by the CTO.

Other areas of responsibilities included ownership of the hosting infrastructure (primarily Amazon), PBX systems connecting 3 sites and roll-out of various local infrastructure upgrades..

Project Highlights

- **A+E International Television Networks** – New Drupal CMS Platform providing a common 'core' Global code-base baseline for all international joint ventures to build their digital properties (including www.history.co.uk, www.biography.co.uk, www.tuhistory.com, www.seuhistory.com)

- **Abbott Laboratories** – iPad Salesforce app used by US sales force team across all franchises. This was developed natively in xCode with an asset management backend in Drupal, both of which integrate with their Federated Active Directory Single Sign-On (SAML) authentication.

- **Alcon (Novartis)** – Global iPad Salesforce app. A substantial upgrade and roll-out from US & Canadian based instance to a single Globalised multilingual app and backend, adding new functionality, international workflows to asset approval and more importantly to support the increase of the existing 600 end users to thousands of users globally.

Key Clients: bio. THE BIOGRAPHY CHANNEL   A+E NETWORKS   TOYOTA

May 2011 – Jan 2012
Bogotá / New York

Director Application Development, Zemoga

Lead a multi-disciplinary development team providing support for digital strategies primarily for a US clientele. Diverse projects from campaign specific sites like the NYC Marathon, bespoke Drupal development, several e-commerce launches, native iOS apps and working with TeamSite ECM on several projects.

Working closely with the US Sales Team on pitches and technical pre-sales support as well as closely off/on-site with clients.

Key Clients: citibank   Men'sHealth   PePe gamza

Mar 2010 – Apr 2011
Westminster

Application & System Architect, UK Parliament

Joined a large in-house Applications & Development department which was running a £8m Procedural Data programme to upgrade bespoke business critical systems which support both Houses (the House of Commons and the House of Lords) with many ASPNet MVC, WPF and underlying RESTFul Web Services.

One of the key objectives of this Procedural Data programme was to enrich data closer to the source in order to publish it in digital form in-line with cost saving exercise to reduce multi-million print contracts.

As such I was responsible for defining, presenting and getting approval of the Product & Solution options papers and their subsequent High Level Designs through the Enterprise Architecture Board. This included the data schema definitions for core data (People, Parliamentary Questions, Written Statements, etc) that would be published on data.parliament.uk ⧉

Apr 2006 – Mar 2010
London

Technical Director, EurekaStep

Strengthened and developed a more in-depth technical service offering into this Digital Media Agency to compliment the growing and expanding client requirements. Leveraging in-house skills and near-shore partners using both off-the-shelf products and bespoke development depending on suitability.

Key Clients: STANDARD LIFE   ATS4easyJet   THISTLE HOTELS

Aug 2003 – Mar 2006
Horsham, UK

Web Applications Developer (2003) > IT Manager (2004), EurekaStep

Balanced inward facing responsibilities of Managing IT alongside the increasingly more important outward responsibilities to ensure the IT needs of clients and their projects were being met for web application projects.

Key Clients: UK Parliament   NHS   CABLE & WIRELESS

Sep 2001 – Aug 2003

Web Developer, Digital Media & Motion

Sep 1999 – Jul 2001

The College of Richard Collyer

A-Levels in:

- Design & Technology
- Electronics
- Spanish
- ICT

🏆 AWARDS

- Built several hand-coded websites towards which I had began to work on before I had left college. One of the sites won an award from the South East England Development Agency (SEEDA)

- **Finalist at Cannes** - As IT Manager for EurekaStep, my last involvement was a significant one – representing the company in a prestigious competition sponsored by the **BBC** and offered exclusively to its preferred supplier list on emerging Web 2.0 technologies.