

Jon Woodforth

Chief Technical Architect at Rant & Rave

Summary

An experienced Senior Architect / Manager with over 18 years system development and delivery experience, the last 10 of those spent in a Senior/Lead Architecture position. Line management experience of large numbers of technical staff gained through a Head of Architecture role leading a team of architects to deliver cross functional project leadership, governance and cohesion.

Solid experience of all aspects of enterprise level application development and delivery from pre-sales through team leading/management to delivery and support working closely with all project stakeholders, customers and senior (up to board-level) management. I have a strong passion for the continual improvement of software development processes and practices and their impact on quality of delivery to the customer. I have 16 years experience of Waterfall to Agile transformation and am skilled in the pragmatic application of Agile methodologies (including Agile Architecture) working with both small and large (multi-team) teams.

Strong and in-depth understanding of architecture, design, development and integration of Java / JEE systems both on-premise and cloud hosted; motivated by working on large scale high performance systems that require a deep understanding of technology to deliver innovative high quality solutions to meet customer's needs.

Worked in various positions on many flagship projects and involved with all aspects of Software Development, Architecture and project delivery including working closely with senior management in order to define technical roadmaps, cross-project architecture cohesion and departmental strategies.

Strong and in-depth experience (14yrs) of delivering solutions into omni-channel retailing covering mobile, eComm, POS and high performance integration.

Dynamic, self motivated team player with excellent communication skills; comfortable working with customers, board level management and technical staff alike in both technical and business capacities.

Experience

Head Of Technology at Rant & Rave

March 2017 - Present (1 month)

Chief Technical Architect at Rant & Rave

July 2016 - March 2017 (9 months)

Joined Rant & Rave with the primary mission of both transitioning/re-architecting a physically hosted high-volume SaaS system to the cloud and also transforming the development processes that the teams employ to build the software.

The software is primarily a Java based Enterprise system that supports high volume transactions serving half of the current FTSE100; it is based around soliciting and acting upon real-time customer feedback with Rant & Rave being a fast growing disruptor within the CX space. The physical deployment model would not scale to keep up with the business growth therefore a decision to move the software “to the cloud” was taken and I was brought on-board to facilitate a re-architecture of the system during the transition to achieve a highly scalable cost effective platform that can grow alongside the business.

Alongside the move to the cloud I am also working on other initiatives that focus on topics such as our (big) data management and reporting (BI) strategy (helping our customers understand their customers better), our SaaS self-service toolkit and our Platform Security project.

The teams use of Agile development methodologies is fairly immature therefore an important aspect of my role is to work with the teams in all aspects of the software development lifecycle, and includes: working with the business to capture requirements, enhancing the ALM toolsets that are being used (JIRA stack), improving the implementation of SCRUM (story definition, estimating, sprints, ceremonies, metrics), extending current Automated Testing efforts, enhancing the current code management and Continuous Integration systems and introducing Continuous Delivery (taking the single monthly release cycle down to continuous releases to live).

Chief Software Engineer (Head/Lead Architect) at The PCMS Group PLC

July 2011 - July 2016 (5 years 1 month)

As Chief Software Engineer at PCMS I manage and lead a team of Data, Application, Enterprise and Solution Architects and work closely with the CTO & CPO to define the technical strategy applied throughout project deliveries and core application roadmap developments.

As well as the formal job title of Chief Software Engineer I have spent the last 8 years at PCMS in a Lead Architecture role having Project, Departmental and “Core Product” responsibilities. I have played a major role in delivering some of the largest and most successful projects PCMS have delivered both in the UK and overseas.

Project responsibilities include full responsibility for Architecture from pre-sales through elaboration (via requirements workshops) and implementation (including mentoring lesser experienced architects) to support of the system in the live environment.

Departmental responsibilities include working closely alongside the Software Development Manager and General Manager to review operational considerations such as departmental budgetary control and resourcing as well as strategic considerations such as process improvements and impact of technological roadmap changes on project development and delivery strategies.

Core Product responsibilities include working with the CTO & CPO to define the technical roadmap for future developments and architecture of the solution going forward to meet the ever changing needs of customers within Omni-Channel retail domains.

Developer through to Enterprise / Technical Architect at The PCMS Group PLC

June 2002 - July 2011 (9 years 2 months)

As a Senior Architect I worked on multiple Agile projects delivering retail systems to world-wide Tier 1 customers (including Marks & Spencer, John Lewis, Arcadia, Waitrose, Waterstones, Walgreens (US), Bass Pro(US), Pick n Pay (SA)). PCMS maintains a “core” strategic product suite (Java/JEE based) that is delivered, customised and integrated into individual retailers estates alongside other enterprise solutions such as SAP and retailer’s legacy systems.

Recent Key Projects:

- Nov 11’ to present: Lead Architect in taking PCMS software to the next level by service enabling legacy aspects of the system to allow flexible deployment options with full support for integration into omni-channel retailing including mobile applications, eCommerce, ERP & CRM integration.
 - Re-factoring of complex business logic into distinct re-usable services deployed in a variety of different application formats from fat clients through to RESTful web-services.
 - Clustering of existing application services within a WebSphere container to provide a high performance concurrent system capable of servicing a variety of different channels.

- April 10’ to April 12’: Senior/Lead Architect leading pre-sales, elaboration and implementation phases of a project to deliver a solution to one of South Africa’s largest food retailers.
 - Part of the management team on the project working closely with project and programme managers internally along with senior customer stakeholders.
 - Delivering a virtualised clustered central application within IBM WebSphere.
 - Integration of central application to SAP PI/BI using IBM MQ handling large data volumes (222 tps, 9TB databases)
 - Architecture/Design of in-store message routing and transformation engines to feed XML data to a variety of hardware in a variety of formats.
 - Architecture/Design of large-scale web-service integration (SOAP) for provision of Value Added Services at the point-of-sale.

Java Developer at Byzantium Solutions Ltd

February 1999 - June 2002 (3 years 5 months)

Part of a team developing a web-help system where users of a website could be connected to a call centre operator who would be empowered to help the visitor by co-browsing, white-boarding, text chat, file push & VOIP. The application was delivered client side by a Java applet connecting back to a server (both central 'ASP' model and client's own) that in turn facilitated fat Swing/AWT clients connecting to service the calls. Involved with a (successful) transition to Extreme programming within the development group.

Volunteer Experience

Community First Responder at Coventry & Bubbenhall Community First Responders

April 2013 - Present

I volunteer as part of a team of Community First Responders for West Midlands Ambulance service responding to 999 calls within our local community. <http://www.bubbenhallcfrs.org.uk/>

Honors and Awards

IHCD First Person On Scene (FPOS) - Intermediate

BTEC Level 2

April 2013

Skills & Expertise

Amazon Web Services (AWS)

Agile Methodologies

Solution Architecture

Software Development

Integration

Java Enterprise Edition

XML

IT Strategy

Scrum

SOA

Enterprise Architecture

Java

Enterprise Software

Websphere

Web Services

Databases

Cloud Computing

Struts

Oracle

SQL

Architecture

Linux

Microsoft SQL Server

Team Leadership

Spring

OOAD

Tomcat

Objective-C

Mobile Phone Apps

Cross-platform Development

Cloud Security

Service-Oriented Architecture (SOA)

Languages

English

(Native or bilingual proficiency)

French

(Limited working proficiency)

German

(Elementary proficiency)

Education

University of Warwick

2:1 Bsc(Hons), Computer Science, 1997 - 2000

Activities and Societies: Gliding, Hockey & Real-Ale

Interests

Technology, Gliding, Reading, Running, Cycling, First Aid

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3 people have recommended Jon

"Jon is an outstanding Architect and IT Professional who can turn his hand to pretty much anything. His knowledge, enthusiasm and commitment are second to none. He has been a driving force at PCMS and has been responsible for the success of a large number of high profile projects. He has also contributed many architecturally significant components that he has developed himself proving his all-round ability. I have very much enjoyed working with Jon and would highly recommend him."

— **Stephen Bennett**, worked directly with Jon at The PCMS Group PLC

"Jonathan is a very hard working person who gives his 100% to ensure his project succeeds. He is very enthusiastic about new technologies and has in-depth knowledge of Java/J2EE application framework. In addition to being a technical guru and an asset to have on a project, he has a very good understanding of project delivery methodologies. He has also been extensively involved in pre-sales activities and customer workshops. I would have him on my project any day."

— **Bilal Baig**, worked directly with Jon at The PCMS Group PLC

"Jon is a motivated, creative and extremely hard working architect who is equally at home talking to external clients, internal non-technical staff and developers. I wouldn't hesitate in recommending him or working with him again in the future."

— **Adam Robertson**, worked directly with Jon at Byzantium Solutions Ltd

[Contact Jon on LinkedIn](#)