**SUMMARY**

Highly innovative, strategic and tech savvy. A hybrid of extensive business and technology skills, developed over a 25+ year career at senior level in product and engineering, within the start-up sector.

Founded and developed successful start-ups within the USA and UK, in mobile, desktop and SaaS. With an eye for detail along with excellent commercial acumen and vision to identify opportunities, product improvements, initiating creative, innovative ideas to deliver financially viable, market leading products. Outstanding evaluation and analytical skills to prioritise and address risks. Held senior contract roles, working on complex platforms, alongside senior, C level stakeholders and board members.

A people person, taking a servant leader approach. Enjoys working with others to define and drive products forward. Exceptional stakeholder management skills, influencing others at all levels. Natural ability to amicably resolve issues within challenging environments. A problem solver.

**KEY EXPERTISE**

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| --- | --- |
| * Start-ups - Developing and Executing Plans | * Business & IT Process Improvements |
| * Offshore & Local Team Building & Leadership | * Managing Stakeholder Relationships |
| * Technical Product Analysis | * Technology and Product Roadmaps |
| * Project & Product Lifecycle Management | * Business & IT Strategy Execution |
| * Transition from Desktop to Mobile First | * Technical Product Leadership |

**CORE COMPETENCIES**

* Methodology Agile Scrum, Kanban, Waterfall
* Development Languages Adobe ColdFusion 2016, MS SQL 2017, jQuery Mobile, HTML5,
* Business/Media Tools Microsoft Office 2016, Microsoft Visio 2016, Camtasia Studio
* Servers Windows Server 2016, VMware, VPS
* Project Management JIRA, Confluence, Trello, Redmine, Bitbucket, G Suite

& Collaborative ToolsPerforce, ProdPad, Slack, Microsoft SharePoint

**Exposure to/managed development in:**

* Native iOS & Android, PHP, .NET, C#, C++, Qt, AngularJS, Javascript, CSS, PostgreSQL, MySQL, HTML5 games, Construct2, WebSocket’s, AWS, Azure, cloud hosting, GIT, FFMPEG, OTFE/OTFD, WebView, mobile responsive web sites, various open source projects/plug-ins.

**CAREER HIGHLIGHTS**

* Head of the team awarded ‘*The Queens Award for Enterprise, International Trade and Digital Entrepreneur award for best use of mobile technology’*.
* Architect and develop one of the first affiliate network ad platforms based in the USA, on which a whole industry was spawned. Built to multi-million-dollar revenue, powering services for 5,000+ global affiliates.
* Conceptualised and developed one of the first mobile SDK ad platforms.
* Created one of first online email messaging services, featured on Microsoft's ‘Best of Web’. 2M+ subscribers.
* Promoted well known game brands, including: Zynga, King.com, GSN Games, Kabam.
* Generated leads for leading online brands

**CAREER TO DATE**

***Jul 2019 – Sep 2019: Senior Product Manager (Technical)*** *–* [*Omio.com*](https://www.omio.com) *(Formally GoEuro.com)– Berlin- Travel site*

**Contract/Start-up:** Returned to Omio for a senior contract role within the integration team. Responsible for delivery of their number one, highest priority project, integrating multiple high profile well known travel companies, as part of a significant coverage expansion. Working closely with the local and offshore engineering teams, head of departments, multiple stakeholders and new partners. Bringing teams together to develop new features within their platform to accommodate the new partners requirements.

***Nov 2018 – Jan 2019: Senior Product Manager (Technical)*** *–* [*Omio.com*](https://www.omio.com) *(Formally GoEuro.com)– Berlin- Travel site*

**Contract/Start-up:** A multi-function technical role responsible, addressing a core and critical component of the business, data quality issues. Perform investigation into the database of 2 million+ routes, powering a platform that received 10M monthly users over 40 countries, to gain insight into what the problems were, how they got there, how they can be fixed and prevent further degradation. Designed tools to highlight bad data, build and manage a team of 8 to fix a multitude of data issues. Working with BI and data scientists to understand and where necessary modify rules behind the route mapping of a big data platform.

Assist heads of departments (ex-senior Amazon/Microsoft employees) in gaining an understanding into the data issues and safe guards/tools which need to be put into place. Working alongside the engineering manager to highlight critical oversights within the development of a new data management tool. Designed tools to create inferred data reports on a regular basis to give insight into potential bad data issues/degradation, where previously no insight was available. Liaise with engineering team in Ukraine to hand over development requirements. Produce reports to demonstrate a significant improvement upturn of business directly related to the fixes. Work with head of departments to develop 2019 OKR.

***Sept 2016 – Present: Founder*** *–* [*Kigso.com*](https://www.kigso.com/) *– Games platform*

**Start-up:** Conceptualised platform, business model and technical approach. Designed and managed SDLC creating a cross-platform/cross-device games as a service web app platform, retailing games through physical and eGift cards. Built/managed an offshore team of 12 UX/UI, HTML5 and Contruct2 games developers from Argentina, Germany, India, Pakistan, Philippines and Russia

As a start-up, a hands-on approach was required, therefore I assumed responsibility for platform design/coding, working closely with UI/UX for front end design as well as guiding game developers. Collaborated with graphics designer to create gift card designs. Developed code to receive/display ad feeds from multiple ad networks via JSON API’s, engineering data to an internal standardised format, targeting ads on geo, platform (iOS/Android/Windows) and device (Tablet/Phone/Desktop).

Set-up scalable virtualized cloud-based server infrastructure within multiple countries, integrating load balancers and firewalls. Developed bespoke API driven system for geo, device, platform and browser detection. Integrated into 3rd party API driven mail system providing rapid email delivery, configured DNS to ensure reputable emailing to avoid spam filters/ISP blocking. Created bespoke CDN to distribute games, ensuring rapid downloads, with 200%+ speed gains. Worked on compression of content to make significant increases in speed and reductions in bandwidth, complimented with extensive client-side caching and server-side compression. Developed the business, creating distribution partnerships with big brand retailers such as Walmart, Best Buy and EB games.

***Mar 2018 – May 2018: Interim Chief Innovation & Product Officer*** *–* [Kwizzbit.com](https://www.kwizzbit.com/) *– Quiz platform*

**Contract/Start-up:** Worked directly with the founder/CEO, with a high level of autonomy to advise, plan and design the development of a major update to a real-time quiz platform. Ensure that the updated version would be capable of handling tens of thousands of concurrent users within AWS. Provided a significant number of new features to facilitate the requirements of a major high street brand. Present suggestions for new features, improvements on existing features, and improvements/alternative ways to create/manage the planned update, while being mindful of time and resource constraints.

Updates included modifications to internal and client facing dashboards to support new features and significant updates to the platforms front-end and backend functionality, using WebSocket’s for in-sync and interactive functionality. Move from a browser-based only solution to an iOS and Android app solution using a combination of native features and WebView, while continuing to maintain play in browser support, as well as enabling the existing technology to run in parallel, reducing and where possible eliminating risks.

Create product and technical documentation, FRD and roadmap. Source and negotiate with nearshore development company, present documentation, discuss and clarify requirements, timelines, plan execution and remote management procedures/tools. Discuss and manage expectations with CEO and CTO. Analyse features of competitive/similar platforms, making suggestions as to how similar features may be added to the platform. Safeguard current operations from adverse impact of the new updates.

***Sept 2016 – Jan 2017: SVP of Product*** *–* [RealityMine](https://www.realitymine.com/) *- Big data/consumer behaviour analytics*

**Contract/Start-up:** Manage a team of Product Managers, UX/UI designers in UK and USA. Align the company’s product strategy against the vision into action plan, significantly enhancing the product roadmap. Improved communication between external/internal stakeholders to ensure appropriate priorities within the product team to deliver key products as well as updates to existing products, ensuring features had been analysed and assessed. Bring stakeholders together to form a cross-functional environment, increasing insight into the requirements, using stakeholder input to help define and align products towards goals. Defining and prioritising ‘must have’ vs ‘nice to have’, justifying these decisions to the appropriate stakeholders and senior team leaders. Working closely with the data science team to ensure the products are fit for purpose and return expected results.

Defining processes/tools to improve clarity of expectations for stakeholders and smooth delivery. Ensure product features and time lines are aligned with the strategy. Guiding Product Managers in order to define priorities of both internal and external facing products, improving product synergy. Liaise with R&D and engineering department as an effective interface to plan integration of product updates and new cutting-edge features into existing technology, aligning work flow with shared engineering resources between multiple products to be packaged and developed in parallel, collaborate to address blockers. Liaise with software development manager to translate requirements and ensure product releases are fit for purpose.

Directly communicated with board of directors/investors, C level executives and head of departments. Working directly with the CEO. Setting and monitoring KPI's.

* Member of Head of Departments Leadership Strategic Planning Group.
* Member of the GDPR Readiness Team.

***Apr 2016 – Sep 2016: SVP of Engineering & Technology*** *–* [RealityMine](https://www.realitymine.com/) *- Big data/consumer behaviour analytics*

**Contract/Start-up:** Big data environment for single source market research technologies and consumer behaviour analytics. Managed a team of 40+ developers, architects, QA testers, software development managers, collaborating with departmental stakeholders. Integrating with internal BI/data scientists. Work directly with C levels, senior managers, stakeholders and the company's VC/chairman. Developing within Agile Scrum, ensuring smooth workflow and MVP deliverables to meet the business needs for big data enterprise level platforms, spread over multiple technology stacks across server, mobile and web. Manage team members responsible for an MS SQL to PostgreSQL migration to realise over £250,000 savings per year in licensing costs.

Liaise with product department and stakeholders from various teams to ensure accurate product requirements and development. Support development and integration of new cutting-edge features from R&D department for projects such as NBC Olympics, BBC, IPSOS, facial recognition, audio content recognition, VPN split tunnelling for capturing of data from apps such as Netflix streaming/meta data.

Initiate plan to audit server usage to identify servers which are not in use/suitable for consolidation, to realize a saving of over ten thousand pounds per month. Define new internal collaborative procedures, bringing change and improvement to the work flow and internal communication for product development, significantly improving the quality of products and reducing the number of rework/updates. Scheduling ‘quick wins’ where appropriate. Development of multiple microservices.

***Sept 2015 – Apr 2016: SVP of Technology Innovation*** *–* [RealityMine](https://www.realitymine.com/) *- Big data/consumer behaviour analytics*

**Contract/Start-up:** Working directly with the CEO in a multi-function role. SDLC responsibilities for a, complex, real-time affiliate management platform to track and integrate into 3rd party ad platforms to promote the company's mobile apps. Define business requirements, technical stack. Design technical requirements, scope and define business rules. Source/visit nearshore (Serbia) development company, perform in-depth due diligence. Build and manage offshore team, work directly with the project manager and lead developer to manage the end to end development using Kanban methodology for continuous delivery.

Working with internal engineering to ensure appropriate unit tests. Ensure adequate documentation and internal code documentation is provided to allow internal ownership of the product after completion. Assist engineering with requirements for modifications to existing technology to integrate into the new platform. Sourcing, engaging and negotiating with 3rd party suppliers of technical services for real-time data validation to enhance best practices and quality of end user data, assess value of such products.

Propose changes to the apps/SDK to increase data quality/user experience. Interact with teams (100+ staff) to improve products and procedures, finding creative solutions to issues, assessing risk vs. reward, offering guidance and advice at both a technical and business level. Design and create development/integration requirements for bespoke anti-fraud systems to include IP based geo blocking and VPN detection.

Create brainstorming team from stakeholders within key departments to push forward with innovative and collaborative ideas to improve products and services internally and externally, improve internal communication. Create training videos and documentation for the completed affiliate platform, hosting multiple physically present and teleconference-based group training sessions for UK and USA stakeholders.

***Feb 2015 – May 2015: Head of Delivery,*** *Inn-Tech – New York based - White label ecommerce web sites*

**Contract/Start-up:** Work directly with CEO (remote) in order to rescue an offshore troubled project. Assess developer’s strengths/skills. Reorganize tasks. Implement JIRA, producing a clear set of tasks and issues, improving the priorities, focus and workflow. Work with the team to improve quality and testing procedures. Advise and guide the team regarding blockers/issues. Delivered a robust project within 4 months.

***1996 – Present: Founder/CTO/Head of Product*** *– ACS, LLC, Orlando, Florida, USA*

**Multiple Start-ups:** Hands on developed business model and technical requirements/design for multiple start-up’s. Planning strategies and creating roadmaps for continuous product improvement and performance enhancement. Often acted as hands on developer, creating the architecture and hands on management and development of server-side code and databases. Lead and managed local and offshore developers across multiple countries, being sensitive to local culture/work practices, listening to team members, engaging them in the decision-making process, consistently communicating a clear strategy and targets.

***2013 - Present*** Design architecture, managed Portuguese developers to create a Windows desktop-based privacy/media suite [HiddenToolbox.com](https://www.hiddentoolbox.com/), utilising sophisticated container-based encryption with on the fly encryption/decryption. Extensive R&D to provide appropriate file hiding process. Developed animated presentation to promote a successful Indiegogo campaign.

***2010 - Present*** Utilising extensive experience within the ad tech space, developed [MobTap.com](http://www.mobtap.com), an SDK, geo targeting ad serving platform for iOS/Android. Managed developers, designed architecture, server code, database and API's. Promoting 3rd party mobile offers though CPA, CPL and CPI. Developed bespoke CMS for platform management, S2S mapping system ensuring data cross exchanged between any customer server, utilising bespoke field mapping and tag adapter system. Spearheaded sales & marketing efforts and customer acquisition, attending industry conferences in Las Vegas, New York, Miami and London.

***2010 - 2012*** Designed architecture, developed server code and API's. Managed offshore (Ukraine) developers to create ‘offercuts’ a desktop software-based product focused on large scale software distribution, generating revenue from bundled software utilising CPI advertising.

***2007 - 2009*** Develop architecture, business model, manage blended remote/local in-house developers to create ReceiptLotto a hybrid bricks and mortar/online lead generation platform, for retail stores to enhance customer relationships, increase retention, generate online revenue and distribute coupons. Wrote and directed [promotional video](http://www.youtube.com/watch?v=_79ykuCnA5s&hd=1). Created marketing materials. Create marketing plan with marketing team.

***1998 - 2010*** Conceptualise and developed one of the first ad tech affiliate networks. Led and developed the business to circa $10M dollars in revenue, 5,000+ affiliates globally, tracked/reported hundreds of millions of transactions. Developed business rules, architectural design, QA protocol while being responsible for hands on coding of server code, front end, multiple bespoke CMS for internal management and affiliate management. Created complex real-time ad tracking/automated payment system. Continuously evolved the product to keep pace with the constantly changing technical and business landscape.

***1997 - 2005*** Conceptualised, developed architecture and server code of one of the first Internet email subscription services, featured twice on Microsoft’s “Best of the Web”. Built to 2M+ subscribers.

***1996 - 1998*** Established ACS, LLC as a web development company. Worked directly with clients to discuss and document objectives, hands on development of web site coding and graphical design using bespoke code and content building tools.

***1994 – 1996: Founder/Senior Project Manager*** *– National Computer Services, U.K.*

Full service B2B commercial technology provider, providing design and development of bespoke hardware and software solutions.

**AWARDS**

* Queens Award for Enterprise, International Trade & Digital Entrepreneur award for best use of mobile technology.

**EDUCATION**

* Bachelor of Science, Computer Science & Information Systems.
* Agile Scrum CBT course.
* UK government’s Department of Trade & Industry, Business development expansion.