EDWARD WHITEHEAD

Technical Product Leader | Principal Software Architect | Founder
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PROFESSIONAL SUMMARY

Visionary Technical Product Leader and Architect with 20+ years of experience bridging the gap between business strategy and engineering execution. A builder at heart who acts as a **Fractional CTO** and **Product Strategist** for startups (*Qirvo, SubSeat*) while leading critical modernization initiatives for enterprises (*SmartTask, FedEx*). Expert in defining product roadmaps, managing technical backlogs, and architecting scalable SaaS platforms. Author and creator of the **U-ASDLC (Unified Agentic SDLC)** certification, establishing new standards for AI-driven software delivery.

CORE COMPETENCIES

- **Product Strategy:** Product Lifecycle Management (PLM), MVP Definition, Roadmapping, Go-to-Market (GTM) Strategy, Backlog Prioritization, User Story Mapping.
- **Technical Leadership:** Fractional CTO services, Architectural Due Diligence, Legacy Modernization, Vendor Management, Remote Team Leadership.
- **Technical Stack:** .NET MAUI, C#, Next.js, React, Node.js, MongoDB, Postgres, Azure DevOps, Firebase, Vercel and AI/Agentic Workflows.

PROFESSIONAL EXPERIENCE

Company: SUBSEAT
Position: Fractional CTO & Technical Co-Founder (Equity-backed)
Location: Remote
Duration: October 2025 – Present

An industry-first subscription-based health and beauty platform.

- **Executive Leadership:** Serve as the chief technical decision-maker, translating high-level business goals into a scalable engineering roadmap.
- **Product Strategy:** Co-own the long-term product vision and market-fit strategy, ensuring technical feasibility aligns with commercial subscription models.
- **Delivery Management:** Orchestrate the entire technical lifecycle, managing resource allocation and architectural standards for the platform launch.

Company: QIRVO
Position: Founder & Head of Product (Fractional CTO)
Location: Remote
Duration: June 2025 - Present

Present AI-powered command platform and modular automation dashboard.

- **Product Vision:** Defined the end-to-end product roadmap for a modular AI command centre, identifying key market gaps in workflow automation.
- **Ecosystem Strategy:** Conceptualized and launched a two-sided plugin marketplace (free and paid), driving third-party developer engagement via a public SDK.
- **Go-to-Market:** Executed the complete launch strategy, creating investor pitch decks and managing beta testing cycles to deploy the MVP in under 6 months.
- **Technical Architecture:** Designed a monorepo architecture with layered memory in MongoDB to support context-aware AI agents.

Company: ORCHESTRA-AI (U-ASDLC)
Position: Founder, Author & Product Lead
Location: Remote
Duration: December 2025 - Present

Present Commercial certification framework for AI-driven software delivery.

- **Product Innovation:** Conceived and launched the **Unified Agentic Software Development Lifecycle (U-ASDLC)**, a commercial certification product positioning you as a thought leader in AI SDLC.
- **Backlog Ownership:** Owned the end-to-end product backlog, defining user stories for learners, instructors, and assessors, and creating the certification governance model.
- **Monetization Strategy:** Defined pricing tiers, certification positioning, and audience targeting for developers and architects.

Company: PAYBEE
Position: Technical Product Owner & Founder
Location: Remote
Duration: August 2021 – June 2025

Fintech payment orchestration platform for the service industry.

- **Strategic Pivot:** Guided the product evolution from a simple gratuity app toward a global payment gateway, incorporating blockchain/Web3 capabilities.
- **Venture Creation:** Identified a market gap in the service industry and managed the product lifecycle from concept to technical execution.

Company: SMARTTASK
Position: Principal Architect
Location: Remote
Duration: December 2021 – November 2025

SaaS company providing workforce management for enterprise clients.

- **Lifecycle Management:** Owned the backlog and roadmap for the mobile platform. Directed the strategic migration from legacy Xamarin to .NET MAUI, extending product lifespan and ensuring OS compatibility.
- **Requirements Translation:** Acted as the bridge between stakeholders and engineering, translating complex business needs into technically executable user stories.
- **Product Innovation:** Conceptualized and delivered "Sentinel," a new product offering integrating Deep Learning (Facial Recognition) and NFC to open new revenue streams in security management.
- **Operational Excellence:** Unblocked a stagnant legacy release pipeline, establishing Azure CI/CD workflows that enabled consistent delivery to App Stores.

STRATEGIC CONSULTING & TECHNICAL LEADERSHIP

AZ CONSULTING | *March 2021 – April 2022* **Solutions Architect (Consultant)**

- **Due Diligence:** Performed architectural reviews and technical due diligence for clients in the UK and South Africa, producing expert reports on system health and upgrade paths.
- **Advisory:** Advised corporate leadership on architecture patterns to mitigate technical debt.

BUMBLEBEE CONSULTING | Remote | *October 2019 – September 2021* **Technical Delivery Lead**

- **Subject Matter Expert (SME):** Served as the primary architect and SME for cloud-based insurance solutions (Sanlam) and on-demand booking systems.
- **DevOps Transformation:** Implemented Azure DevOps pipelines using YAML, automating build processes and reducing manual deployment errors.

FEDEX | Johannesburg **IT Lead (Mobility) & Product Owner** | *June 2010 – March 2018*

- **Enterprise Product Management:** Oversaw the product roadmap for national courier applications, prioritizing features based on operational impact and regulatory constraints.

- **Business Impact:** Delivered a UX overhaul that increased application usage by nearly **70%** and architected backend improvements that increased data transfer speeds by **200%**.
- **Vendor Management:** Directed external vendors in porting legacy Windows Mobile applications to modern platforms

EDUCATION & CERTIFICATIONS

- **Institution:** Signa | Level: N4 General Management | Duration: January 2016 – December 2016
- **Institution:** University of Johannesburg | Level: N3 Technical | Duration: January 1993 – December 1993
- **Institution: Udemy** | Certifications: Ethereum Blockchain Developer Bootcamp (Solidity), Qt 6 Core (C++), Flutter & Dart Guide, Complete C# Masterclass | Duration: 2020 - 2024