

Sameh Mabrouk

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[LinkedIn](#) | [GitHub](#) | [Stack Overflow](#) | [Medium](#)

Summary

Seasoned Engineering Leader with over 15 years of experience driving technical strategy and leading high-performing, cross-functional teams across mobile and backend platforms. Currently leading mobile engineering for sports apps at Warner Bros. Discovery, including Bleacher Report and March Madness Live. Proven ability to scale engineering organizations, deliver complex products at global scale, and align execution with business and product goals. Skilled in DevOps, cloud-native architecture, and building outcome-driven cultures. Seeking a Director-level role to lead multi-disciplinary teams, shape engineering vision, and deliver customer-centric innovation in a fast-moving tech environment.

Experience

Senior Software Engineering Manager [Warner Bros. Discovery](#)

November 2022 - PRESENT, Amsterdam - Netherlands

- Lead a distributed cross-functional organization of 25+ engineers across iOS, Android, and Backend, delivering high-impact sports products including [Bleacher Report](#) and [March Madness Live](#), used by millions globally.
- Owned the mobile engineering roadmap and KPIs, ensuring alignment with product vision, business objectives, and global sports strategy.
- Spearheaded the technical vision and roadmap for mobile, delivering high-impact features including sports betting integrations (DraftKings API), live scores, real-time alerts, and video streaming for NBA, NFL, NHL, NCAA, and more.
- Built a high-performing engineering culture rooted in ownership, accountability, and engineering excellence, with a strong emphasis on testing, observability, and continuous delivery.
- Partnered closely with Product, Design, Marketing, and Backend stakeholders to shape experimentation roadmaps, prioritize features, and deliver measurable business outcomes.
- Drove platform-level improvements by collaborating with DevOps and platform leads to optimize CI/CD pipelines (leveraging Kubernetes and AWS), reduce mobile build times, and streamline release operations; partnered on Kafka-based backend integrations to enhance real-time event handling and data flow across services.
- Oversaw hiring, mentoring, and onboarding for the mobile org, supporting global stakeholders and teams across multiple time zones and product lines.

Founder&CTO, [Hoof](#)

October 2022 - PRESENT, Amsterdam - Netherlands

- Founded and built **Hoof**, a sports tech platform focused on performance tracking and community for football players.
- Designed and developed the mobile app (iOS/Android) enabling athletes to track activities, measure progress, and engage in challenge-based features — similar in spirit to fantasy or betting mechanics, with real-world incentives.
- Collaborated with designers and players to improve user retention and engagement through gamified features, competitive leaderboards, and performance stats.
- Gained experience integrating with third-party APIs (e.g. Footbar) and building systems for **real-time data, community interactions, and activity-based rewards**.

Mobile Engineering Manager, [Temper](#)

December 2019 - October 2022, Amsterdam - Netherlands

- Built and scaled a high-performing mobile team, hiring and leading 8 engineers across iOS and Android to rebuild Temper's gig work platform from the ground up.

- Championed architectural redesign and modern dev practices (modularization, CI/CD, testing), cutting release cycle time and increasing deployment reliability.
- Drove cross-functional alignment with Product, Design, and Backend to define mobile strategy, shape roadmap, and deliver features that increased engagement and retention.
- Established engineering culture centered on ownership, quality, and experimentation; mentored engineers into senior roles.
- Elevated app stability and performance, driving a major reduction in crash rate by 99% and contributing to a 30%+ improvement in App Store ratings.
- Partnered with leadership on organizational planning and helped scale mobile engineering capabilities to support long-term product vision.

iOS Team Lead, [VanMoof](#)

December 2018 - November 2019, Amsterdam - Netherlands

- Built [VanMoof](#) iOS App
- Built a Bluetooth SDK for VanMoof iOS Apps
- Built and lead iOS team of 10 engineers at VanMoof
- Kick-started team's processes and guidelines for Scrum, TDD, unit test, XCTest, Swift, & [code review](#)
- Automated continuous integration/delivery with Jenkins, fastlane, CocoaPods
- Gave feedback and collaborating with our UX designer to improve how our riders use our app

Senior iOS Engineer, [Tigets](#)

January 2018 - November 2018, Amsterdam - Netherlands

- Worked on [Tigets](#) iOS App
- Worked closely with the Product owner, continuously implementing new features according to the client's needs.
- Refined existing code-base by refactoring using common object-oriented programming design patterns.
- Implemented TDD, Automated testing, and constant refactoring

Senior iOS Engineer, [Philips](#)

October 2016 - December 2017, Amsterdam - Netherlands

- Worked as Contractor (from Mobiquity) for Philips healthcare mobile apps like [SleepMapper](#)
- Built and maintained Bluetooth and Wifi SDKs for all apps at Philips
- Refining existing code-base by refactoring using common object-oriented programming design patterns.
- Implemented TDD, Automated testing, and constant refactoring.

Senior iOS Engineer, [Mobiquity](#)

October 2016 - December 2017, Amsterdam - Netherlands

- Developed iOS Apps like [Vomar](#) using Swift and Objective C.
- Kick-started team's processes and guidelines for Scrum, TDD, unit test, Swift, & [code review](#)
- Modeling UML architectures, employing design patterns & SOLID principles.
- Automated continuous integration/delivery with Jenkins, Fastlane, CocoaPods.

Freelance Senior iOS Engineer, [Digiflare](#)

March 2016 - October 2016, Toronto - Canada

- Worked closely with the Project Manager, continuously implementing new features according to the client's needs.
- Daily/weekly status reports and Agile planning sessions.
- Refined existing code-base by refactoring using common object-oriented programming design

- patterns.
- Implemented TDD, Automated testing, and constant refactoring.
- Dependency injection.
- Worked on products like [TSN Go](#) and Eclipse Apple TV App.

Senior iOS Engineer, [Mentor Graphics](#)

May 2014 - September 2016, Cairo - Egypt

- Developed, maintained, and enhanced iOS applications.
- Developed web services/RESTful API.
- Shipped several releases of [EZMobilePrint](#).
- Developed and deployed web applications with J2EE(WildFly), Javascript(JQuery)/HTML/CSS.

Mobile Application developer, Alzwad

Jun 2011 - April 2014, Cairo - Egypt

- Maintained and enhanced iOS and Android applications
- Translated business requirements and mock-ups into fully functioning features
- Partnered with designers to help define and implement User Interfaces
- Provided estimates on development cycles
- Worked with other teams on server-side integration

Skills

Leadership Skills:

- Engineering Leadership: Team building & coaching · Mentorship · Performance management · Driving engineering culture · Scaling teams & systems. Scaling & Org Design. Hiring & Team Building. Performance Coaching & Mentorship. Engineering culture and developer experience. Ownership of delivery, quality, and velocity. Distributed team leadership.
- Strategic Execution: Technical vision & roadmapping · Cross-functional collaboration · Stakeholder management · Outcome-driven delivery · Agile & DevOps practices. Backend systems & APIs (Node.js, Flask, Firebase, GraphQL). CI/CD pipelines and DevOps optimization. Observability, testing, and release automation. Data-driven decision making & KPI management. Stakeholder collaboration across Product, Design, and Marketing.

Technical Skills:

Expert in:

- iOS development
- Objective-C
- Swift
- Java
- UIKit, Cocoa Touch, Quartz(Core Graphics), Core Animation, Core Data, Grand Central Dispatch, Xcode.
- TDD, unit testing with XCTest, automated acceptance testing with [Calabash](#), [Appium](#), UI Automation, XCode UI Test)
- BDD with [Kiwi](#)
- Dependency injection and OOP design patterns.
- Architecture Design patterns (MVC, MVP, MVVM, VIPER)
- Continuous integration with [Jenkins](#), [Circleci](#), [Travis](#), Jenkins, and [GithubActions](#)
- Continuous Delivery with [Fastlane](#)
- Dependency management with [CocoaPods](#) and [Carthage](#)
- Agile Methodologies/Scrum/Extreme programming

Proficient in:

- PostgreSQL
- Typescript
- Node.js
- Angular
- Reactive programming(RxSwift)
- Java
- Android development(Kotlin)
- SonarQube
- Source control with Git, Subversion and CVS
- GraphQL(Apollo)
- Cloud & Infrastructure: AWS · GCP · Kubernetes · Docker · Kafka · Monitoring & Observability
- Firebase, Cloud Functions and Firestore

Familiar with:

- Microservices architecture
- Web application development using J2EE (Hibernate, Struts, Servlet, JSP, JSTL, EJB, JPA)
- C, C++, HTML, CSS, JavaScript, XML, Web Services, AJAX
- Database design
- Documenting and designing applications with UML
- SQL, Oracle PL/SQL, MySQL, Python, Haskell, J2ME
- OpenLayers, Geoserver
- Spring

Personnel Skills:

- Proactive, entrepreneurial thinking and hardworking
- A problem-solver, using analytical and logical abilities in fault finding
- Self-taught and rapid learning

Education

B.Sc., Computer and Information Systems (Computer science)

2007 - 2011, Cairo - Egypt

Diploma of Software Engineering in Information Technology Institute (ITI) – Java department (Mobile Application Developer Track).

2011 - 2012, Cairo - Egypt

Honor & Awards

- *Reimagine Football 2022 Finalist – Move to Improve Category:* [Hoof](#) was selected among the top 10 innovations shaping the future of football at the Johan Cruyff Arena Innovation Hub.
- Won a Startupbootcamp Berlin 2014 competition with Beliaa product we were one of the 11 teams that were able to pitch to a room full of VC, angels, and investors at investor demo day.
- Developed iOS application (Ezzay) and it was one of the shortlisted Mobile Applications in Yalla N'Saytar Competition from Etisalat Egypt.

Certificates

Oracle certified professional java SE 6 programmer