

Jonathan Holloway Curriculum Vitae

MEng, MPhil, CEng, CITP, MBCS

Product & Technology Executive

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Overview

Seasoned digital product and technology leader with 20+ years of experience scaling startups, scaleups, and corporate ventures internationally. Hands-on expertise in product strategy, technology innovation, and business growth, spanning multiple industries and funding stages (Seed to exit).

Key Accomplishments

- Executive experience scaling businesses with product and technology, participating in funding rounds and product/technology growth of startups/scaleups between seed, Series A - D and exit;
- Strategy, business case inception, business strategy pivot, product strategy for several companies over 20 years
- Scaled out several B2B platforms (Merlin, Brightpearl, MWI/Merlin, Global Relay) solving key product/engineering challenges to enable business success;
- Product inception, market analysis, launch of products and pivots within existing and new markets (MWI, Brightpearl, Canopy, Mango)
- Created partnerships to enable the growth of businesses and products (MWI, Canopy,);
- Successful turnaround of businesses (MWI, Canopy, Blis, HM Health) and subsequent growth of product and teams to support;
- M&A activities through due-diligence exercise and strategy with various companies (MWI Animal Health, Brightpearl, Flybe)

Education

- PhD Computer Science - In Hiatus
- MPhil Computer Science. Aberystwyth University: 2003 - 2005 (P/T After PhD), Professor Chris Price, Dr Robert McCartney
- MEng Software Engineering, 1st Class. Aberystwyth University: 1998 - 2003
- Director As A Strategic Leader - Cranfield University: 2023 - 2024
- Finance for the Boardroom. Director As A Strategic Leader. Cranfield University: 2023 - 2024

Training

- Leadership and Communication Essentials, Public Speaking, Personal Impact & Presentation
- Prince 2 Project Management
- Big Data Engineering, Serverless, Machine Learning and Tensorflow, BigQuery and AI, From Data to Insights, Google
- Chartered Engineer, CITP and MBCS Member.
- Certified Java Engineer
- Software Engineering with Javascript/Typescript, Python and Ruby

Skills

- Business, Product and Technology Strategy (Cranfield University, Mind the Product, General Assembly)
- Enterprise Architecture, Solutions and Technical Architecture (TOGAF Certified)
- Product Management/Design, UX/UI, Product/Market Fit (Mind the Product, General Assembly)
- Software Architecture, Design, Development (B2B, B2C)
- Organisational Design, Product/Technology Teams, Growth/Scaling Product/Eng. Teams and Platforms. Digital Transformation.
- Deep technical experience in SaaS, Web, and Mobile (B2B and B2C) and solving various problems in these spaces
- Data Science and Engineering experience (ML, AI)
- Startup Advisory - Funding, Growth, Strategy, and Product for Deep-tech and B2B/B2C technology companies (SetSquared)
- Deep programming language experience in Javascript/Typescript, Java, Python, Ruby, and PHP.

Further details of technology experience can be found here:

- [Technology/Experience Matrix](https://docs.google.com/spreadsheets/d/1IW12JlvTwQGY5dShmJuTpG_R-r0Kf0cmbP8XaW5GpbE/) (https://docs.google.com/spreadsheets/d/1IW12JlvTwQGY5dShmJuTpG_R-r0Kf0cmbP8XaW5GpbE/)
- [Detailed Technology Experience](https://docs.google.com/document/d/1R4sUPYu7-s5CJ8t9nCVN-QwzOxSP2pZcJdhe6QD_cLI/edit) (https://docs.google.com/document/d/1R4sUPYu7-s5CJ8t9nCVN-QwzOxSP2pZcJdhe6QD_cLI/edit)
- [Github Account](https://github.com/jph98) (<https://github.com/jph98>)
- [Stackoverflow](https://stackoverflow.com/users/82865/ion) (<https://stackoverflow.com/users/82865/ion>) - top 0.3%, 62k reputation

Experience

Senior Director, Product & Engineering. MWI Practice Technology (Cencora). December 2020 - Present.

I manage a business unit (MWI Practice Technology) for the UK and Ireland markets under the MWI Animal Health group within the wider Cencora group. Built a business of approximately 100 people across technology pre-sales and onboarding, product management, engineering and operations over four years. Developed several products including the Merlin practice management system, MWI Pet consumer pet-parent app, Swift mobile vet app and MWI Appstore. Initially brought into a business struggling to support a corporation with daily outages, I solved key problems in the product, architecture and organisation structure. Developed a new product/technology strategy and restructured the business accordingly. With £2m of funding, we scaled the business to approximately 100 people to enter other markets (US, International).

- Grew revenue to £10m+, 85% gross profit margin and secured 35% of the UK market as the leading PMS solution in the UK despite funding and legacy product challenges;
- Restructured the business, rebuilt major roles and grew to 80+ people in technology pre-sales, product, engineering onboarding and operations;
- Raised over \$10m+ in funding from the group and our customers to build new products and integrations.
- Developed an independent product offering into an enterprise offering with Aan PI platform, professional services arm and integrations in the equine, farm and emergency hospital space
- Worked to win product sales with independent groups and corporates
- Worked to build a new orchestration framework (Echo) based on React and Javascript (Echo) to integrate MWI and third-party products into a single offering for the market. Rebuilt the product on a micro-service and event-based architecture.

Chief Technology Officer. Canopy. December 2019 - December 2020

Hands-on interim Chief Technology Officer for a Series A scaleup building a product for the letting sector. Built a B2C product, B2B product (two-sided marketplace) and data platform solving the referencing process issues in the property letting market. Scaled engineering out to 20 people and solved various scaling problems

- Built an offshore team with an agency and developed an in-house team (application development, data)
- Developed the B2C product (React Native) and B2B Microservices API Platform (Typescript, Node) integrated with credit checking and scoring (Experian)
- Integrated with an Open Banking provider (Plaid) to do transaction matching, categorisation and analysis for referencing and product placement.
- Developed a data platform based on Google Cloud Platform, models built in Python and Java plus a reporting dashboard for letting agents.

Chief Technology Officer. HW Integral. May 2017 - December 2020

Co-founded an agency with two others to do interim and Fractional Chief Technology Officer / VP of Engineering roles across growth-stage startups (Series A and B). Worked with over twenty companies including Petlab (B2C animal health), Interactio (Interpretation Platform), Photobox (online photo printing), 21st Group (sports technology), B&Q/Screwfix (B2C tools and hardware), C&A (B2C fashion and clothing), Blis (ad-tech products), Metail (fashion e-commerce) Elephant (healthcare) and Chronicle (police).

- Worked on developing new, and reworking various business, product and technology strategy issues with companies over an average tenure of six months;
- Advised on organisational and people problems, restructured companies and solved key problems with hiring various leadership roles.
- Worked on grant preparation
- Due diligence for funding rounds and M&A with major VCs around product/technology, ability to scale and leadership competencies.
- Worked on solving deep technical problems with the engineering team around architecture challenges (e.g. microservices, high-scale traffic, integration, machine learning and analytics).

Chief Technology Officer. HM Healthcare (B2C, B2B eCommerce), Startup. May 2016 - May 2017

Chief Technology Officer for a seed-stage Berlin-based startup in the mental health space. Built a product to help people with mental health issues and worked with a university on clinical depression studies. I designed, built and shipped the initial product on AWS, Wordpress, PHP and Javascript in six weeks. Led six people in product and engineering to build v2.0 of the product using React and Java technology. Worked with a design agency on the build of the new product and launch to the market.

Chief Architect. Brightpearl (B2B eCommerce), Scaleup. Austin, Texas / UK. Jan 2014 - May 2016

Chief Architect (EA, SA, TA) for a SaaS Retail Operating System for 1500 B2B businesses and 250k users. Developed the technology strategy, roadmaps and operating model for an engineering team of 100 across three countries. Built a platform team of 15 including senior, staff and principal engineers and worked with all technical leads and principal engineers on platform and product direction. Solved various architectural and

operational problems with teams within an AWS environment using Java, PHP, Golang and Javascript technologies. Introduced various technology to help scale (e.g. Elasticsearch). Scaled the team up from 15 engineers.

- Developed a new technology strategy around micro front-end apps, and microservices in Golang, Java and Javascript.
- Delivered a Point of Sale (POS) Native iOS App and backend, a warehousing solution and various projects to solve performance, reliability and scale problems in the backend PHP and Java services.
- Developed the B2B Brightpearl Appstore/Marketplace and onboarded several partners.
- Developed a Magento storefront solution with extensions and backend APIs, integration with Alibaba for product purchasing and several payment provider integrations.
- Developed a workflow automation platform (Taskbot/Brightbot) utilising rule-based technology and machine learning to automate work for retailers

Principal Architect and Consultant. Mango Solutions (now Ascent) UK. May 2011-Jan 2014

Commercially facing principal architect with a healthcare, finance, sports, and insurance consultancy. I was the principal architect for the healthcare applications designing and developing the Navigator (drug modelling) and Modspace (model storage) applications for high-profile pharmaceutical and biotechnology customers including Merck Sharp & Dohme, Johnson & Johnson and Bayer Global. I was the expert in distributed grids, model development and execution. In addition, I worked with the consultancy team on various R&D projects using R and Python to build reporting applications and data-science models.

- Presales engineering, presentations and winning multi-million pounds business for the company
- Solutions architecture, technical architecture and proof of concept work for healthcare products
- Hands-on development with Javascript (consultancy web front-ends) Java (back-end services) and Python (wrapping NONMEM and PsN model iterations on Oracle Grid Engine).
- Provided cloud architecture consulting around Oracle Grid Engine - setup for customers.
- Carrying out training with R and Python on various topics in data science (text analysis, web-scraping, machine learning, time-series) and engineering (big data) for customers.

Cloud architecture consulting, distributed computing consulting on SGE and workload schedulers. Developed product roadmaps, worked with stakeholders, Proposals Writing, Feature Development, and NFR Management.

Architect/Senior Developer. Global Relay (B2B Fintech), Scaleup. Vancouver, Canada. April 2009 - May 2011

Global Relay is an end-to-end solution for compliant communications providing a collaborative messaging app and compliance/archiving platform. I was one of the platform architects in the architecture team designing and developing the back-end compliance/archiving platform. This was a high-scale, big-data (multi-petabyte) solution for thousands of businesses globally. I worked on three versions of the archiver, search and indexing architecture to address scalability and performance problems. We developed new services for business activities for data ingestion, data extraction, distributed data storage and reporting.

- Product Roadmap and Architecture, Feature Development, Requirements and POC Work
- Solution/Technical Architecture for platforms and products
- Development of services using Spring, Lucene, Tika, and Java
- Development of a B2B2C messaging platform using Javascript and event-based Java services
- R&D into architecture and technology (Hadoop, Ceph, Pig)

Architect, Tech Lead and Developer Roles (2001 - April 2009)

Various engineering roles in software architecture, team and technical leadership and full-stack engineering in Java, Python and Javascript for B2B platforms and B2C products.

CTO in Residence @ SetSquared. 2020 - Present.

CTO in Residence @ SetSquared - a business incubator and accelerator for a portfolio of ~ 80 businesses. Advised businesses on product management, software architecture, team growth/scale and technology strategy. Primarily worked with the healthcare/med-tech businesses.

Interests

- Electronics design and engineering, hackspace
- Music production, short film scoring and live music for various bands and online projects (guitar, bass, piano);
- Event organisation (CTOCraft) and product/technology articles for various publications (Medium);
- Cycling and walking.