

Kemal Enver

I am a Software Engineering Leader with over 20 years of experience. At Domain I have had the opportunity to make a profound impact on the way we build products and innovate.

I came to technology leadership with a desire to help people grow, create a culture of collaboration and empathy, foster excellence in software development, and build great products. This comes from a sincere belief that businesses have better outcomes when attention is paid to people and building solid technology foundations.

I encourage my teams to create balanced, pragmatic solutions that can stand up to change, resulting in great team morale, and healthy development velocity. I'm always looking for ways to consolidate and simplify things. My extensive experience working in multiple roles, across many industries and company sizes, has given me a unique insight into how this can be achieved.



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Domain Group, Sydney — *Director of Engineering*

SEPTEMBER 2020 - PRESENT

I joined Domain during a period of immense change. The mobile team was being integrated into cross functional development teams across the entire group, and the business was starting to take steps towards moving to a marketplace, driven by our mobile apps. I was tasked with providing leadership and technical rigour to the mobile function to make sure our mobile development was in a good place to support this strategy. This was done over time by leading through influence, which I believe delivers the best long term outcomes.

- Successfully **integrated mobile engineering** into cross functional teams, that were originally focussed on web development.
- Built **relationships across the entire group and across disciplines**, from junior engineers to C Suite, across technology, marketing, product, design, finance, and talent – enabling me to get buy-in for change and improvements.
- By combining multiple strategic Product, Technology, and Design initiatives we **rebuilt 80% of the Domain app in one year**, while updating the experience to support the company strategy.
 - Measurable 5 fold increase in productivity.
 - Improved developer, product team, design team experience.
 - One of the first companies in Australia (possibly the first major apps) to adopt this state of the art technology.
 - Adopted design system enabling brand refresh.
 - Unlocked ability to adopt new platform features.
 - Fewer bugs and regressions due to simpler stack and testing strategy, measured by CSAT and other internal metrics.

CONFERENCES + MEDIA

New York Times for work on digital conservation.

CoLab Panellist on digital product innovation.

Application Strategy Summit
Panellist on AI & Automation.

Sky Conference London
Speaker on Mobile App Architecture.

Institute of Electrical Engineers speaker on Software reuse in Electrical Engineering.

AWARDS

Apple best weather app of the year award – Germany 2012.

Apple best news app of the year – Germany 2012.

Smithsonian Museum
SCRIBE award for contributions to digital preservation.

- Started **measuring a number of metrics** to allow us to identify areas for change, and to make the case for change if necessary.
- Set up **new hiring practices** and brought in new mobile engineers to flesh out the teams, most of whom are still with Domain after 3 years - besting the industry average of 1 year. These practices included anonymous evaluations where possible to minimise any bias in the team, and the adoption of flexible working (part time) to encourage parents coming back to work. In the mobile cohort I'm proud that we have a diverse mix of people. Including a roughly 50/50 gender split and a mix of part time employees.
- Put in place training opportunities for all of Domain's engineers.
- Promoted two new principal engineers and set up a structure where they were focussed on **developing strong foundations** for our mobile apps and the services that power them.
- Updated our development practices to **embrace CI/CD**, resulting in automated mobile releases every week, removing the need for manual QA during releases, thus **setting us up to scale**.
- Working closely with Deloitte, Head of Architecture, and the Director of Martech, I was responsible for the **implementation of a multi million dollar martech initiative**, unlocking a completely new communication channel for Domain.
- Consolidated multiple services and products, resulting in easier to maintain software, and **cutting millions of dollars worth of ongoing expenditure**.
- Put forward **business cases** with my peers relating to infrastructure investment, tooling, training, and new roles.
- Lead the conversation around Domain's tech radar, and put together a **strategy for technology** over the next 5 years. This included having a stance on cross platform tech and implementing that in our B2B mobile applications.
- Lead the integration of business acquisitions into the Domain platform via replatforming and setting guidelines how to proceed with future acquisition integrations.
- Lead the **consolidation of Domain's analytics tooling**, resulting in fewer tools, and the adoption of MixPanel and GA4 - enabling our data business to grow.
- With a focus on **security** and our move to a marketplace, we put in place measures to make our mobile apps and backends more secure.
- Working with Thoughtworks on a more general **technology transform** across Domain Group, building on the healthy foundations in our mobile stack.

OTHER EXPERIENCE

Qantas, Sydney — *Principal Engineer*

JULY 2018 - SEPTEMBER 2020

At Qantas I was the Principal Engineer for mobile applications in Loyalty. I was responsible for implementation of features, code health, collaboration with product and design teams, and for mentoring more junior developers. I worked closely with other technology leaders across the group on more strategic initiatives such as authentication and security. I was recognised for the speed and quality of my solutions and for taking initiative, which follows on from my general ethos of always looking to simplify and consolidate applications.

- Adoption of GraphQL
- Qantas Platinum Credit Card.
- Restructuring of technology to support platform features.
- Adoption of CI/CD to enable better scaling of people and resources.
- Added a reusable framework for app testing.
- Responsible for ISO 27001 certification in apps.
- Strategic adoption of SSO in apps across Qantas Group.
- Successful integration of Qantas Travel Money after difficulties pre my arrival.
- Identification and remediation of several security vulnerabilities resulting in a clean analysis from penetration testing.

Tabcorp, Sydney — *Principal Engineer*

JULY 2017 - JULY 2018

BSkyB, London — *Principal Engineer*

AUGUST 2015 - JUNE 2017

Novastone, London — *Principal Engineer*

JANUARY 2015 - AUGUST 2015

G+J, ProSieben, Prague, Hamburg, Munich, Berlin — *Principal Engineer*

JANUARY 2011 - JANUARY 2015

Sony, London — *Principal Engineer*

JANUARY 2010 - JANUARY 2011

Netcopy, Sheffield, UK — *Founder*

JANUARY 2001 - JANUARY 2006

Zoo Digital Group, Sheffield, UK — *Associate Engineer*

JANUARY 2001 - JANUARY 2006

EDUCATION

Sheffield University, Sheffield — *MEng, Software Engineering*

2000-2004