



# Mazen Elbawab

## Director of Engineering

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### Professional summary

With 18 years in software engineering, including 12 in leadership, I'm an Engineering Director known for building and scaling innovative products across Fintech, Gaming, Biomedical, and Wearable Tech. I specialize in architecting complex systems, leading high-impact teams, and driving strategic initiatives that merge technology and vision. I believe in lifelong learning, adapting quickly, and taking full ownership of every challenge from vision to execution.

### Employment history

2024 – Curr.

#### Director Of Engineering - Ubisoft

- Leading a 100+ global engineering organization across Montreal, Kyiv, Winnipeg, and Toronto, driving cross-studio collaboration and delivery of Rainbow Six Mobile.
- Reorganized and restructured the engineering org to streamline decision-making, improve accountability, and accelerate execution toward a successful worldwide launch.
- Defined and executed the long-term technical strategy for global release—building the foundations for scalability, operational efficiency, and platform resilience.
- Championed the integration of Generative AI and automation frameworks to boost engineering velocity, remove friction in knowledge sharing, and elevate developer productivity.

2021 – 2024

#### Senior Engineering Manager - Brex

- Led 20+ engineers across payment infrastructure, scaling Brex's card platform globally.
- Spearheaded rebuilding of card issuance and processing technical infrastructure, reducing third-party dependencies, and achieving \$2.7M annual cost savings.
- Managed key partnerships with Mastercard and participated in major customers negotiations as the Engineering representative.
- Championed Generative AI adoption for developers' productivity leading to measurable efficiency gains across engineering.
- Developed a strategy and executed global expansion plans and GMV growth with international card processing.

2017 – 2021

#### Senior Engineering Manager - Ubisoft

- Led teams of 30+ cross-functional engineers: Core Engine, 3D Graphics, Physics, Audio, Network & Multiplayer for Rainbow Six Siege.
- Led development efforts with Co-Development studios in Dusseldorf, Kiev, and Bucharest, aligning with internal strategies for consistent game releases.
- Oversaw relationships with industry partners including Microsoft, Sony, Audio Kinetic, and Havok.
- Applied reinforcement learning and AI analytics to improve player behavior modeling and testing automation.
- Oversaw the technical rebuild of a major AAA franchise for next-gen consoles, coordinating multi-studio efforts.

2012 – 2017

#### Founder & CTO - Heddoko

- Founded Heddoko and led ML-driven development of real-time motion analytics wearables—enabling injury prevention and human movement optimization.
- Assembled and led a team of up to 20+ engineers, designers and Go-To-Market.
- Secured \$1.5M in seed funding and signed clients including PepsiCo and Amazon
- Successfully launched global manufacturing and production along with software platform.
- Received patent [WO2017088068A1](#) for the motion capture garment production.
- Participated in Techstars Boston 2015 Accelerator Program
- Featured in [TechCrunch](#), [CES 2016](#), and [WT Munich](#).

## Employment history

2012 – 2014

### Senior Software Engineer - Intrinsic Medical Imaging

- Developed a cloud-based volume renderer for 3D visualization to aid cardiac and cancer patients
- Contributed to the [OMIRAD](#) project with Siemens Corporate Research, focusing on breast cancer visualization.
- Expanded expertise through multiple software engineering consulting roles, including web development for Enfamil with BAM Strategy, improving SportsLogIQ's web app interface for motion recognition, and various projects with Mobilogie, including Android development and Kinect game design.

2009 – 2012

### Senior Software Engineer - Ubisoft

- Pioneered Kinect game engine development, overseeing technical and team leadership for various titles.
- Led a team of 12 engineers in the development of "Your Shape Fitness 2012."
- Released key Ubisoft titles including "Your Shape Fitness 2012," "Michael Jackson the Experience," and "Just Dance Kinect" for Xbox 360-Kinect.

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## Education

2001 – 2005  
Montréal

### École Polytechnique de Montréal BS. ENG. Computer Engineering, Multimedia Major

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## Patents & Publications

- Patent [WO2017088068A1](#): Motion capture garment.
- [Wearable Technology Innovation World Cup Finalist 2015](#).
- Patent [US20070041647](#): Method for increasing the flexibility of DICOM tags management.
- Bronfman foundation [Emerging Entrepreneur of the year 2015](#)
- [First and Future Techcrunch & NFL Finalist 2016](#)
- Techstars Alumni: [Boston Chapter Spring 2015](#)

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## Languages

French (Native)



English (Native)



Arabic (Native)



Portuguese (Intermediate)



Spanish (Intermediate)



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## Skills

Leadership

High-Scale Team Management

AI-Powered Engineering Ops

Fintech Infrastructure

AI / ML Integration

Partnership Management

Strategic Innovation

Game Development

Entrepreneurship

System Design

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## Links

<https://linkedin.com/in/mazenelbawab>

<https://github.com/mazelb>