
Nash Trajkovski

(B.IT., MBA, Certified Scrum Master)

[\(+61\) 474 726 582](tel:+61474726582)

nash@raresubstance.com

<http://www.linkedin.com/in/nasht>

Director level technologist with experience of managing global, diverse teams, and creating software solutions for some of the world's largest brands.

With over 15 years experience of software engineering, technical architecture, and natural coaching and leadership skills backed by a solid MBA, I bring a rare mix of skills to the most challenging software undertaking. Technology agnostic, I have lead the delivery of projects across most platform approaches, including LAMP, Java, &.NET , as well as native apps including iOS, Android, QT, and C/C++.

My Work



AKQA is one of the world's great digital agencies. With 13 offices across the globe, AKQA offers an impressive client roster including Hermes, Nike, Audi, BMW, Intel, Netflix, Delta Airlines, KLM , Tommy Hilfiger, Heineken and many others.

Director, Technology - Amsterdam (Jan 2015 - Dec 2016)

Working alongside the dual managing directors and reporting to the global CTO, I was responsible for leadership, growth and continuous improvement of the technology department in the AMS office

- Hands-on leadership of a €4M+ eCommerce platform build for a high profile client
- Managed the ongoing success of BAU projects for existing clients
- Pitched and won major new client work for Hermès Paris and the PON Group in the Netherlands
- Within a short period grew a small technology team to the largest department in the agency
- Improved the effectiveness and quality of the technical team



Imagination is a global independent experiential agency, known for delivering stunning immersive experiences for blue-chip global brands like Ford, Swire Properties, Shell, GE, Panasonic and Commonwealth Bank of Australia. A full service agency, Imagination delivers campaigns with increasingly strong digital components.

Head of Technology, Asia Pacific (Nov 2012 - Apr 2014)

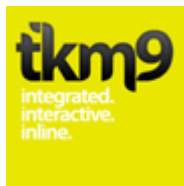
As regional head, my responsibilities spanned new client acquisition, set-up and delivery of technical projects across 6 offices in Asia and Australia. My duties involved hiring and retaining the most appropriate staff, training the wider team and ensuring Imagination remains at the forefront of Digital innovation.

- Played a pivotal role in securing over \$1M USD worth of HK revenue within 3 months of joining the HK office.
- Improved the productivity of the Digital team, including the introduction of effective project management tools and processes
- Provide input into Imagination's strategic direction, focusing on how to improve Creativity and Innovation across the region
- Mentor digital staff and train future leaders within the team

Technical Director, Sydney (Sep 2010 - Nov 2012)

Responsible for keeping Imagination at the cutting edge of technology while staying competitive through effective management, delivery structure and the ability to inspect and adapt often. Frequent regional business opportunities have taught me to effectively juggle many priorities and deliver against very tight deadlines. Other key responsibilities and achievements include:

- Managed the growth of a brand new department, including interviews and hires of producers, project managers, developers as well as senior technology and digital account staff.
- Championed the adoption of solid agile software engineering and project delivery practices such as Scrum, XP, test driven development and continuous integration.
- Hands on management and end-to-end delivery of digital projects including Web, Kiosk and Mobile
- Manage the delivery of highly innovative interactive installations using emerging NUI technologies such as MS Kinect, Multi Touch Surfaces and toolkits such as WPF + XAML, Processing, OpenFrameworks and Cinder
- Implemented cloud based hosting infrastructure for our clients using Amazon EC2
- Ensured department operates in a platform agnostic manner, maximizing business opportunities
- Owned the selection and ongoing management of an offshore development and testing partners
- Managed both internal and external stakeholders across a variety of industries, ensuring project milestones were hit, and any issues and blockages were identified early.



TKM9 was a fast growing agency based in Melbourne, Australia. Operating on a mix of traditional digital and cutting edge interactive technology TKM9 has an impressive client roster, including Schweppes, Billabong, Nixon, Victoria Racing, Audi and Nintendo

Technical Director, Melbourne (Jun 2010 - Sep 2010)

As TD I was responsible for establishing technical credibility to new clients, creating solutions and architectures as well as ensuring project delivery is of utmost quality.

- Pitch, deliver for and grow relationships with a diverse set of clients such as Sony Music, Nintendo, Schweppes, Billabong and Nixon.
- Seek up and coming technologies and find creative and innovative ways of monetizing and including into client campaigns.
- Establish best practice in delivery structure - from project inception and planning, right through to implementation and closing.
- Grow a 'platform / IP' mentality, ensuring that team looks out for synergies and reusable components in all our work. Avoid reinventing the wheel.
- Create a solution mindset within the team. Empower team leads to solve problems by any means possible (within budgetary constraints)



Technical Account Director, London (Feb 2009 - Jun 2010)

I was the key tech contact point for clients for a portfolio of accounts. An evangelizer of new technologies, I inspired our clients to innovate through technology. Some highlights from the year:

- Consulted as acting CTO for Nokia's Ovi Maps Web Programme and helped drive the adoption of large scale (distributed) Scrum at Nokia Berlin.
- Managed risk across a diverse set of accounts, including Warner Brothers, Nike, Nokia, Jamie Oliver, Orange, Sainsbury's, Sky, Mashreq Bank and DeBeers
- Participated in new business pitches (Saga, Ordnance Survey, Medco, Nokia)
- Mentored technical delivery managers, helping with new project estimation, and ensuring quality requirements are met
- Hands on technical delivery management for a high risk finance client (Mashreq Bank of Dubai)

Technical Manager, London and Berlin (Jun 2007 - Jan 2009)

For 6 months in 2008, I lead a cross agency Scrum team on-site at Nokia Gate 5 Berlin, helping to deliver Nokia's entry into the world of online mapping solutions.

- Responsible for over £1M worth of technology revenue for as tech-lead for Nokia
- Scrum Master for a 10 strong cross agency team to successfully deliver a complex global web application. (Ovi Maps)
- Worked directly with client to manage expectations, and responded to change effectively through dialogue and escalation to relevant stakeholders
- Managed and delivered complex multi-team / global projects including Ovi Maps, Nokia NCIM, Ovi.com
- Built successful and lasting relationships at the executive level within Nokia Gate 5



SEO specialist Razorfish is a well-known player in the global digital space. The UK Branch has provided an online identity for organisations as diverse as NSPCC, Standard Life, Oxfam, Samsonite, Otto and O2.

Technical Architect, London (Apr 2006 - Jun 2007)

- Worked alongside Information Architects (IAs) and client TAs to provide Verified by Visa extensions
- Managed a team of on-site developers responsible for ongoing updates and maintenance of the site
- Jointly managed offshore developers in order to deliver the middleware and business logic layer of the o2 Consumer Shop
- Introduced test driven development and solid build and configuration management practice. (Continuous Integration using Cruise control, jUnit and Subversion)



Centrelink is the one of the largest government departments in Australia.

Lead IT Security Developer, Canberra (Dec 1999 - March 2006)

The IT Security section was widely perceived as world class in its use of cutting edge technology. Here I learned to be an effective developer, quickly progressing to team lead and eventually a group manager for the IT security section. I gained deep experience in a whole load of alphabet soup technologies, like J2EE, TSQL, DIRXML etc.

Geeking Out

Despite being all kinds of management for over 8 years, I still code often. In recent years I've developed a strong passion for iOS development, having launched my first app in Dec 2015. I also occasionally produce computational art using creative coding tools such as Processing and Open Frameworks. Over the years I've built services in a number of languages including ObjectiveC, Swift, Javascript/Node, Coffeescript, Java, VB, C# (for Silverlight), SQL, Perl and C/C++ .

iOS: Savvy : Traveller's Budget (2014/2015)

[Bitbucket \(access by request\)](#)

Launched in December 2015, [Savvy](#) is a complete iOS application designed for budget minded travellers. Entirely designed and built by me, Savvy features:

- Swift 2.0 code base
- Extensive use of Autolayout
- Decoupled, Reactive UI style using NSNotification centre
- External service integration (Yahoo Finance)
- Clever use of Location Services

Textbooks and Lecture Halls

Master of Business Administration (MBA)

Australian National University - Graduate School of Management (2004 -2006)

Bachelor of Information Technology / Software Engineering (B.I.T)

Australian National University (1996-1999)

A detailed tech. glossary is available on request.

Gossip

References available on request or via [LinkedIn](#)