

Simon Rolfe

Profile

In 20 years as a software engineer, architect, and technical lead, I have learned that nothing comes close to the sense of achievement and enjoyment I get from helping teams to engineer complex systems as simply as they can be (but no simpler). I believe that well-crafted software, built responsibly, with empathy and care, is a hugely effective “impact multiplier” for its users. I have built my career from a solid base in software development, moving into technical leadership with an emphasis on education and mentoring, keeping an open mind and a passion for learning from being proven wrong.

Experience

Cloud Development Manager, **Navico**

September 2018 - Current

I helped establish, hired, and now lead Navico’s cloud development team, the first in Navico to foster a culture of test-driven development, continuous improvement, service ownership, and openness. Our mandate is to build a brand new series of services: a telematics system for connected and smart boating; a single account platform across all of our apps, sites, and brands; and an API ecosystem to allow internal and partner developers to leverage the data that Navico provides. We deliver our services using a serverless-first, cloud-native architecture, and the company’s first continuous delivery cycle, which combines detailed build, deployment, reliability, performance metrics, and alerting across all of our core features.

My role is to enable the team to collectively do our best work, acting as a sounding board, quality bar, mentor, and hands-on engineer. I collaboratively guide team decision-making from system architecture and clarifying requirements to code and process review, facilitating productive conversations with our internal and external stakeholders.

Cloud Solution Architect, **Microsoft**

January 2016 - September 2018

Working with a handful of companies, I assisted in the architecture of systems utilising the full spectrum of Azure infrastructure and platform services. I educated people from the C-suite to on-the-ground engineering teams, using workshops, proof of concept demos, presentations, and hands-on lab sessions to provide clear guidance on current practices and new technologies. I came to be recognised as the team’s subject matter expert on high-scale web deployments, Cosmos DB, Azure SQL DB, Azure AD app authentication, Azure Search, and delivered team-wide “drop-in clinics” for application development help to over 100 people.

Development Lead, **Cube52 / P3**

June 2015 - January 2016

I lead the development of P3: Cube52’s “single pane of glass” platform for managing cloud estates across public, private, and on-premises (P3) environments, starting with Microsoft Azure and Azure Pack. P3 was a Bootstrap-driven responsive ASP.NET MVC / Web API application, using Azure Active Directory for authentication, and Redis for caching and coherence. Long-running tasks were serviced by a flexible, generic job engine developed in-house with worker roles using Azure Service Bus and DocumentDB for communicating and storing progress. I built tools to allow the development team to iterate more simply on specific functionality, abstracting the job handling semantics. I mentored and grew the team, improving code and process quality as the system moved from a proof of concept towards a live, production service.

Lead Application Developer, [Pottermore](#)

November 2013 - June 2015

My main priority was to lead a new team in replacing a legacy Java-based application written by a third-party, bringing expertise in house while substantially reducing operating and deployment costs. We produced a new ASP.NET MVC 5 eCommerce system used by over 1.5 million people, hosted on Microsoft Azure. We increased flexibility, performance, and load tolerance, leading to a step change in shop profitability. I conducted code reviews and worked with the team to improve code quality using SOLID principles, unit, and integration testing with NUnit and Moq. I implemented the majority of the application's Azure integration and scalability systems through Managed Cache, SQL Server 2012, Azure SQL DB, Web and Worker Roles.

I also built new features and re-architected existing systems for higher flexibility and efficiency on [pottermore.com](#), which had over 14 million users, leveraging a custom CMS with complex taxonomy and ontology support to provide a highly customised experience for passionate fans of the Harry Potter series.

Solutions Architect, [Aon Hewitt](#)

January 2010 - July 2011

My primary role was to expand and improve Aon Hewitt's flagship software, known as Greater Insight – an international multi-tenant platform for benefits and pension management used by tens of thousands of people worldwide. Greater Insight was developed initially using VB.NET, ASP.NET, and LINQ to SQL, transitioning to C# and Entity Framework for ongoing work.

I designed, architected, and developed modules and key systems on the platform, providing consultancy, information, and code reviews to other teams across the world. Recognised as the company's Microsoft SQL Server expert, I gave best-practice recommendations to ensure performance, availability, and security.

Senior Software Engineer, [Sodexo](#)

July 2011 - November 2013

I introduced OO, web development, and MVC concepts to a development team experienced in Oracle PL/SQL and Borland PowerBuilder while creating a new ordering website for the company's multi-store voucher system. Lead development on, architected, and engineered the company's flagship online product, a childcare voucher management system used by over 200,000 people.

I created secure SOAP 1.2 Web Services using Windows Communication Foundation for a Home Office system providing in branch point of sale payment authorisation. I designed and created ASP.NET MVC4/Web API systems to provide all business logic and authentication/authorisation for a new product with a front end developed by a third party.

Software Consultant, [Quovidion](#)

March 2009 - January 2010

I was recruited for a long-term project involving worldwide travel to local offices of a major multinational, integrating document workflow and information extraction technologies to generate output for accounting systems in SAP, SQL Server & Oracle from paper invoices.

IT Manager, [Doctors Chambers](#)

February 2005 - March 2009

I established in-house software as a key business differentiator, building a team working to engineering and systems best practices with a hands-on approach to development. I hired, lead, and mentored a team of 6, building web-based applications used by major industry clients, including a clinic booking and report management portal, and a Windows Forms synchronisation framework for a third-party system. I developed Windows Forms and web applications for scanning, barcode recognition, document routing and management, postal address handling, and performance management.

Earlier roles

Senior Developer/Acting IT Manager, Quantum Marketing Group	March 2003 - February 2005
Technical Consultant, Sumgai Technology / Full Spectrum IT	May 2002 - March 2003
Developer / Technical Architect, MMCC Consultants	December 1999 - May 2002

Details available on [LinkedIn](#) or by request.

Technical Skills Summary

Current and recent:

Azure [Active Directory (inc. B2C) | App Service | Blob Storage | Cosmos DB | Event Hubs | Functions
Graph API | Kubernetes (AKS) | Networking | Pipelines | Redis | Repos | Resource Manager
Search | Service Bus | SQL DB | Table Storage]

.NET [Core 1.1-3.1 | ASP.NET Core | Async/await | C# | LINQ | MVC | Span | Xunit]

Previous:

ActiveX | ADO | ASP | ASP.NET Web Forms | Bootstrap | CSS | Enterprise Library | Entity Framework
Exchange 5.5 – 2003 | FileMaker Pro | HTML | JavaScript | jQuery | LESS | Moq | NUnit
Oracle 7.3–11 | SQL Server 2000-2017 | SSRS SSIS | Task Parallel Library | TFS
Visual Basic 5–.NET | WCF | Web API | Windows Forms | Windows NT 4 – 2019 Server