



A veteran remote leader of remote leaders.

Principal Product Manager Adobe | Director of Software at Mozilla | Co-Founder and CTO at Zeep Mobile

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Summary

With almost two decades of experience in engineering leadership and product strategy, I build kind, collaborative, and resilient teams.

A highlight of my career has been a dedication to the advancement of the open web. Leadership roles at Adobe, Mozilla, and my start-up Zeep Mobile have honed my skills in spearheading large-scale projects and fostering a culture of innovation. At Adobe, my focus is on leading large-scale developer-focused initiatives that leverage AI for the benefit of team productivity, individual satisfaction, and happiness. I have an extensive history of building software and interactive experiences that reach millions.

My tenure at Mozilla equipped me with a robust understanding of volunteer-driven ecosystems, where I supported and empowered diverse contributors to thrive. This experience has prepared me to tackle challenges at the intersection of technology and community engagement, with a steadfast commitment to keeping the internet open and accessible for all while honouring their right to privacy.



Career Highlights and Fun Facts

- ★ **Scaling expertise** - Led Mozilla Foundation product, engineering, and design teams while the organization transitioned from a handful to 100+ employees while building an amazing culture
- ★ **25+ years** of experience in software development and engineering leadership
- ★ **Remote team leadership** expert with experience managing distributed teams
- ★ **Open source advocate** with significant contributions to Mozilla's open web initiatives
- ★ **AI and Developer Experience** specialist currently leading cutting-edge initiatives at Adobe
- ★ **Executive collaboration** - Regular presentations to CEO and CFO on strategic initiatives
- ★ **Startup experience** as co-founder and CTO, including successful acquisition
- ★ **Mentorship framework development** - Created structured programs that helped to achieve near-100% retention
- ★ **Hands-on full-stack development** experience across multiple technologies and platforms
- ★ Designed and wrote software for nuclear power plants at **age 16**

Experience Highlights

Principal Product Manager

Adobe

September 2017 - Present · 7 yrs 11 mos

I spearhead our Developer Experience strategy and deploy cutting-edge, augmented AI tools to our >13K developers. We centre on our developers' happiness and well-being as our north star. I've overseen the implementation of DORA metrics, SPACE framework, and innovative micro-surveys to track engineering KPIs. I regularly present to our CEO and collaborate with our CFO on AI strategy, converting engineering productivity gains into NPV calculations to justify investments.

DORA Metrics SPACE Framework Large Language Models (LLM) & RAG Developer Experience (DevEx)
Executive Leadership AI Strategy Engineering KPIs

Mozilla Foundation

February 2014 - August 2017 · 3 yrs 6 mos

Multiple Leadership Roles · Remote

Led Mozilla Foundation through significant organizational growth and technical evolution across multiple leadership roles. Guided the engineering, product, and design organization as the foundation scaled from a handful of employees to over 100+ while empowering thousands of volunteers. Developed comprehensive mentorship-driven growth strategies, implemented modern engineering practices, and built cross-functional teams delivering software and experiences for millions of users worldwide.

Director of Software · April 2016 - August 2017 · 1 yr 5 mos

Led large-scale mobile and web application projects, helming cross-functional teams of engineers, designers, product managers, and people managers.

Integrated product strategy and design leadership to deliver comprehensive technical solutions furthering Mozilla's mission.

Director of Engineering · September 2014 - April 2016 · 1 yr 8 mos

Oversaw all engineering activities, developing mentorship-driven growth strategy that transformed university-level developers into experienced engineers. Achieved near-100% team retention and built self-sustaining mentorship culture through structured paired mentoring and progressive development paths.

Webmaker Tools Lead · February 2014 - September 2014 · 8 mos

Led a team of designers and engineers building a suite of web literacy tools (X-Ray Goggles, Thimble, Popcorn Maker, Appmaker) that empowered learners to create on the web and inspired a strong open source contributor community.

Team Scaling

Mentorship Framework Development

Structured Growth Programs

International Team Management

Cross-functional Leadership

Open Source Ecosystems

Volunteer Community Management

Technical Strategy

Product Strategy

Mozilla Corporation

June 2011 - February 2014 · 2 yrs 9 mos

Software Engineer · Remote

Contributed to Mozilla Labs research projects and prototypes including BrowserID, SocialAPI, and TogetherJS, focusing on advancing open web technologies.

Open Source Engineering

Hands-on Development

R&D

Co-Founder and CTO

April 2008 - March 2010 · 2 yrs

Zeep Mobile

In 2008, we were looking for an easier way to add mobile features to our own websites. Unable to find any, we set out to create a solution for everyone. The result was Zeep Mobile. We were acquired by Vibes Media in 2010.

Artificial Intelligence (AI) Ruby on Rails

For a comprehensive list of employment experiences, visit my [LinkedIn profile](#)
<https://linkedin.com/in/simonwex>.

Core Competencies

Leadership & Management Strategic Planning

- ▶ Engineering Team Leadership
- ▶ Mentoring & Coaching
- ▶ Culture Building
- ▶ Performance Management
- ▶ Cross-functional Collaboration
- ▶ DORA & SPACE Framework Implementation
- ▶ Engineering KPI Development
- ▶ OKR Development & Tracking
- ▶ Technical Debt Strategy
- ▶ R&D & AI Strategy

Technical Oversight

- ▶ Architectural Decision Making
- ▶ Code Quality Standards
- ▶ Technical Debt Management
- ▶ Security & Risk Management
- ▶ Legacy System Migrations