

Oliver Snell

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Summary

Global engineering and product executive with 15+ years leading multi-disciplinary fintech and SaaS teams. Deep experience in cloud-native platforms, AI-driven identity systems, and real-time data pipelines. Proven record scaling organizations from startup to 300+ engineers while driving significant revenue growth. Known for balancing speed, stability, and scalability while aligning executive, product, and engineering stakeholders.

Skills

Leadership & Strategy: Strategic Planning and Execution, P&L Ownership, Budgeting and Forecasting, Organizational Transformation, Change Acceleration, Mentoring, Technology and Operations Strategy

Product Management: Product Strategy and Roadmaps, Product Ownership, Go-To-Market, Market and Competitive Analysis, Revenue Optimization, Sales Enablement

Engineering: Full-Stack Development, Software Architecture, Distributed Systems, Process Improvement, Platform Engineering

Programming Languages: Java, C#, JavaScript, TypeScript, Ruby, Golang

Frameworks & Libraries: React, Gin, Ruby on Rails

Cloud & Infrastructure: AWS, OpenStack

Achievements

Designed and launched Prove's Identity Platform, improving margins for select products from ~73% to ~93% while maintaining or improving fraud detection.

Launched a developer-first ecosystem at Prove, including self-service tooling, billing, and documentation, reducing time-to-live by ~75%.

Helped close and expand multiple major accounts, including growing Synchrony Bank from \$0 to ~\$17M ARR.

Built multiple engineering and product teams from scratch, repeatedly delivering new products within six-month timelines.

Experience

VP, Data Platform, Prove Identity – New York, NY

2018 – 2025

- Reported directly to the CEO. Defined and executed platform strategy in the digital identity space, scaling company revenue from ~\$20M to \$150M+ and organization size from ~50 to 300+ employees.
- Led architecture and delivery of Prove's Identity Platform using streaming data and machine learning, enabling a new data product that improved margins from ~70% to 93%.
- Built modern data pipelines and internal data-fusion services, reducing testing and iteration cycles from weeks to hours and enabling real-time data access.
- Led development and launch of Prove's Developer Portal, SDKs, and tooling, reducing customer go-live time from one year to three months, with many customers live in one week.
- Built Sales Engineering and client implementation teams from the ground up, enabling scalable onboarding and support.
- Secured and led integration of the company's largest account (Synchrony Bank), growing revenue from ~\$200K to ~\$22M annually.

Director of Engineering, ElimiWait Parking – New York, NY

2016 - 2018

- Reported to the CEO. Modernized the core SaaS platform, significantly improving scalability, performance, and development velocity.
 - Migrated a monolithic web application to a cloud-native architecture.
 - Implemented CI/CD tooling (Octopus), reducing deployment time from ~5 hours to ~5 minutes.
 - Led launch of a mobile-first product spanning Android, a C# backend API, and a React/TypeScript web portal, reaching ~\$100K ARR within six months.
 - Managed and coordinated internal and Serbian offshore engineering teams.

VP Engineering, Pobble – London, UK

2015 - 2016

- Defined the technical roadmap and led agile delivery of a new EdTech platform from concept to launch in six months.
 - Assembled and led a small, high-performing team of engineers and a designer.
 - Architected a cloud-based platform emphasizing scalability, performance, and automated deployment.
 - Delivered a successful migration of ~200K users, growing to ~230K users within three months post-launch, with ~5% revenue growth.

VP, Engineering, Cognia – New York, NY & London, UK

2012 – 2015

- Led development of a secure payment solution for call centers, removing cardholder data from the environment and reducing PCI-DSS scope.
 - Built a product generating ~\$1.5M in annual revenue.
 - Designed and implemented a SIP stack on AWS, integrating with US-based SIP trunks for secure call recording and payment processing.
 - Architected a scalable platform using EC2, DynamoDB, RDS, and S3.
 - Led agile delivery and managed an engineering team of eight.

Chief Technology Officer, International British Schools – New York, NY

2008 - 2011

- Led technology strategy for an international group of private schools (~\$25M ARR).
 - Delivered parent portals and student reporting systems using Ruby on Rails.
 - Migrated services to Google Apps for Education, improving communication and operational efficiency.

Forward Deployed Engineer, ION Trading – New York, NY

2004 – 2008

- Served as onsite engineer and consultant for investment banks including Bank of America and ING.
 - Delivered bespoke trading and risk management solutions for the ARTS platform.
 - Collaborated directly with traders to design and implement new features, reporting tools, and trade feeds.

Education

University of East Anglia, BSc in Computer Science – Norwich, UK

1999 – 2002

- Bachelor's degree in Computer Science with honors
 - Thesis: Quality based analysis and enhancement of Voice over IP (VoIP) encoding standards.