

Luke Sampson Searle

Professional Experience

Technical Pre-Sales Analyst (Manager) - INSTANDA, March 2024 - February 2025 (Vienna, Austria)

In this role, I led the Technical Pre-Sales team within the Europe, Middle East and Africa (EMEA) region. Using my technical knowledge of software applications and commercial software, my team of solution engineers and I owned the business's technical sales operations, including conducting requirement analysis, defining functional specifications, and ensuring alignment between business needs and technical solutions.

> Key Achievements - Successfully delivered

- **Lead large software technical sales processes:** Worked to run enterprise-level software sales processes with prospective clients alongside the commercial sales team, including gathering and analysing business requirements, defining solution specifications, and ensuring seamless integration of business needs with technical offerings.
- **Designed platform features:** Led workshops and sessions with clients to gather and understand detailed business requirements, translating them into clear user stories, acceptance criteria, and user behaviours. Ensured all insights were documented and ready for the engineering team to build into the platform.
- **Embed Agile/Scrum methodology based best practices:** Created processes following SDLC best-practices to ensure constant improvements to both team processes, team-owned products and business documentation.
- **Showcase Product Suite:** Managed a comprehensive suite of production-quality showcase products, utilising new and existing components with live integrations, all based on real-world use cases gathered from client interactions.

> Core duties

- Understand, model and document perspective client's business needs and requirements, focusing of current state and future state.
- Design and present tailored technical solutions to address prospective client's need, adjusting the level of detail to suit the audience.
- Deliver high-quality product demonstrations to prospective clients.
- Manage and lead a team of Technical Pre-Sales Analysts.
- Understand and document product gaps to feed into the global Product Roadmap based on empirical data.

Software Engineer - Fitness and Lifestyle Group, November 2022 – February 2024 (Brisbane, Australia)

After leading technical analysis at FLG Digital (see below), I moved to an engineering role, using my technical skills alongside my analytical skills to deliver great solutions within the Scrum team. As an in-house engineer, I was responsible for collaborating with both Product Owners and stakeholders directly while also building software solutions.

> Key Achievements - Successfully delivered

- **Facial Recognition physical access feature:** facial recognition driven feature across NextJS app and Okta customer record.
- **E-commerce product rebuild:** Multiple e-commerce enhancements to subscription term and fee structure across NextJS app and BigCommerce PMS.
- **UI Library design pattern and component extension** - Modernise existing custom React UI library (React Storybook) and contribute numerous new functional components (React/Bootstrap/Styled Components) and unit tests (Jest/Testing Library).
- **Technical upgrades across multiple products and applications:** Complex major dependency version upgrades to multiple products across the SSG site, e-commerce and member portal apps.
- **Build and maintain multiple CI/CD pipelines and environments** - Complex, layered stack servicing four brands using white labelling accomplished via automation pipelines using GitHub Actions, Netlify and Octopus to achieve theming and endpoint/token injection.

> Core duties

- Work alongside multiple Product Owners to ensure product requirements are understood and delivered during the sprint.
- Guide a team of developers to split up and deliver sprint items.
- Package product iterations, coordinate and run releases and maintain multiple environments across various products.
- Own security and technical upgrades across all front-end products to address technical debt.

Technical Business Analyst - Fitness and Lifestyle Group, December 2021 – November 2022 (Brisbane, Australia)

I joined Fitness and Lifestyle Group as the lead Technical Business Analyst in their Digital Product team. Leveraging my technical expertise and business stakeholder collaboration skillset, I led initiatives to delivered top-notch digital solutions.

> Key Achievements - Successfully delivered

- **Digital Access Control:** Stack-wide, Greenfield product to enable members to enter their club using their phone.
- **Ecommerce Add Ons enhancements:** Enhancement to Online Join portal to allow for cross-selling of personal trainer sessions.

- **Web-Based In-Club Screen Displays feature:** Dedicated, dynamic per-club URL end-points used to display high-priority information to members on large on-premises screens.

> Core duties

- Design and run sessions with stakeholders to understand and document business needs and requirements.
- Design, own and embed best practices for technical product documentation across the business.
- Run projects to implement new features across the business product suite.
- Lead technical solution design for the complex, custom technology stack.

Lead Implementation Analyst - INSTANDA APAC, November 2019 – December 2021 (Brisbane, Australia)

This leadership role at INSTANDA required me to manage a skilled resource team to implement cloud-based insurance technology solutions.

> Key Achievements - Successfully delivered

- **Multi-product broker portal:** Designed and implemented toolset and process for the migration of 150 broker users and ~A\$15M worth of policies for Industry-leading Professional Indemnity Underwriter.
- **Removals insurance product:** public-facing and client administration tool for market-leading insurer in Australia.
- **Farm insurance product:** Broker tool for Industry-leading farm insurer/carrier.

> Core duties

- Design solutions to complex client problems
- Lead a small team to build solutions using standard web technologies and the INSTANDA platform.

Configuration Business Analyst - INSTANDA APAC, August 2018 – November 2019 (Brisbane, Australia)

During this role, I worked as part of a small team to deliver bespoke solutions for clients. I was responsible for documenting product requirements and building applications/features using open web technologies and the INSTANDA platform.

> Key Achievements

- Engaged with projects located in Australia, London and Tokyo.

> Core duties

- Designed and built features aligned to user stories and acceptance criteria.
- Developed solutions with Web Development Standards.

Education

Mathematics (Bachelor of Science) - University of the Sunshine Coast, June 2013 – June 2017

During my study I focused heavily on applied and pure maths, while also gaining broader experience in the natural sciences.

Technical Skillset

- **Languages/Technologies:** TypeScript, JavaScript, React, C#, GraphQL, CSS, HTML, Git, Docker
- **Frameworks:** NextJS, Gatsby, Node, ExpressJS, Styled Components, ASP.NET, Storybook, Vite, Jest, Testing Library, Redux, Webpack
- **Platforms:** Github, GitHub Actions, Okta, Netlify, Contentful, Figma, Jira, Azure DevOps, Microsoft Power Automate, Microsoft PowerBI

References

To respect the privacy of my referees, these details are available upon request.