



## Overview

Hi there, I'm Dan. For 15 years, I have been both hands-on and leading software teams in high quality and high performance web and apps development, within both multinational companies and a number of successful startups where a broad skillset is crucial to success. This skillset includes extensive experience in full-stack development: back-ends Python and PHP, front-end frameworks such as Vue and Angular, apps in Flutter, databases like MySQL and Postgres, all in cloud-hosting environments like AWS. I've directly run and managed a number of multi-million dollar software projects, alongside transformation initiatives to coach and guide engineering teams. In the UAE, I've worked in conjunction with some of the UAE's most significant entities, including Emaar (U by Emaar), Dubai Airports, ADNOC, GEMS Education, Yas Marina Circuit, and DarkMatter (Digital14: cyber-security software and hardware provider for UAE). Additionally, I coach teams to better performance and quality implementing/coaching agile (Scrum and Kanban).

- 15 years full-stack development while leading teams in web and applications development, specifically Python (Django), LAMP (Zend, Laravel, Cake), Mongo, ElasticSearch, iOS, Android, Javascript, front-end frameworks (Vue, Angular), QA and a solid understanding of security practices in apps and web
- Design and architecture of scalable and stable frameworks for greenfield startups and established entities. Designed and built 5+ RESTful APIs
- Wide exposure to user experience and usability best-practices for easy-to-use and intuitive applications and software
- Familiar with current and trending architectures and development technologies, including CI/CD, automated/unit/NFT/TDD, container platforms (Docker), on-prem and cloud deployments, (AWS), cyber-security, GIT (GitHub, BitBucket)
- Several years project management experience (scope, budget, timelines and scheduling, risks, requirements analysis, ROI calculations, prioritisation). Prince2 Practitioner certified
- 10 years in agile practices (Scrum and Kanban), including coaching and operating as a Scrum Master, plus transforming teams from waterfall to Scrum. Professional Scrum Master (PSM) certified
- Practiced and clear communication skills, able to bridge the gap between development team and non-technical stakeholders
- Project-specific communication skills, supported by proposals, presentations and ongoing project statuses for both internal and external audiences
- 5 years experience in UAE, working with both internal- and client-facing organisations, both agencies and in-house software firms

## In focus

- Responsible for planning, managing and delivering ongoing releases for a UAE national security-critical application suite (messaging, video calls, emails, data transfer etc. on Android, iOS, MacOS and Windows) to key UAE government clients
- Have been instrumental in the expansion and growth of numerous retail and e-commerce startups by designing and developing scalable, efficient tech solutions. Startups include GlassesDirect which was sold in 2017 for £120M. Have gained a wide set of skills from startup experience as team members need to wear multiple hats to optimise efficiency and move quickly
- Specialise in innovation projects e.g. designing and delivering cost-saving and sales optimisation projects, one of which increased turnover by £1M in year 1 at Carphone Warehouse (UK), or IoT locker solution for a startup in Barcelona, Spain
- Lead a team to design and execute the transformation of software engineering teams from waterfall to a digital-ops-driven Scrum methodology, including coaching Scrum Masters and Product Owners, designing and implementing digital ops via JIRA
- Delivered and managed the design, development, deployment and transformation of Emaar's loyalty programme website, U by Emaar, and Masdar Sustainability City's website transformation, both on Sitecore
- Designed, documented and implemented several key engineering process improvements across four locations and over 80 engineers e.g. branching strategy, versioning guidelines, interface/contact definitions etc.



## Skillset

- 15 years full-stack LAMP development experience, plus Python (Django), MySQL, NoSQL, Elasticsearch, JavaScript, front-end frameworks (Vue, Angular), server configuration and management, security hardening, coding practices (linting, code reviews, branching, PRs etc.)
- Strong development and technical background for problem solving and generating creative solutions to technical challenges. Full-stack development experience using best practices, alongside sys-admin and security exposure
- Solid understanding of usability, user experience, and developing strategies to drive client business performance
- Teamwork/leadership with co-located and remote teams, encouraging and promoting collaboration and conflict resolution. Coaching and mentoring junior team members
- 10 years agile experience, including Scrum and Kanban, plus coaching and being a Scrum Master
- Data analysis to drive better product decisions and business cases (analytics, user behavior)
- Daily communication with team members, clients, stakeholders and senior management, and ongoing weekly status/progress reports
- Planning and scheduling timelines (JIRA, Gantt charts, resource/talent planning) to hit critical deadlines
- Budgeting, cost control, forecasting costs and expenses vs. actual costs analysis to ensure budget is adhered to
- Post-delivery support, ensuring products are stable and issues promptly resolved for ongoing stability

## Experience

### **Digital14 (formally DarkMatter) - Senior technical development manager (apps, web)** *July 2019 - current, Abu Dhabi*

- Managed and delivered the maintenance and new-feature-development of a suite of security-critical applications for use by the UAE government and military (messaging and video conference tools on Android, iOS and Windows)
- Key member of ARB (Architecture Review Board), defining, rolling out and implementing JIRA processes and guidelines, new branching strategy (GitFlow), processes in interface/contract definitions to decouple components and enhance scalability, versioning strategy to communicate changes to stakeholders
- Leading concepting team to rapidly design and develop innovative security solution apps
- Lead the design, documentation, adaptation and ongoing improvements of the transformation project of 80 engineers over 4 locales
- Project management responsibilities, including budget control and reporting, scoping and sizing, estimations and timeline management, regular management and client status presentations
- Negotiated and documented processes and responsibilities between teams/departments and clients

### **Revonic (formally Indivirtual) - Senior technical development manager (web)** *October 2017 - December 2018, Dubai, UAE*

- Delivered two full-lifecycle transformation projects for U by Emaar (Emaar's loyalty programme), and Masdar Sustainability City to SiteCore. Both had teams of 10-15 members
- Successful integration with CRM systems; CRM and loyalty points system for Emaar, customer registration and tracking for Yas Marina Circuit, integration with student and parent CRM for GEMS education
- Ongoing support of existing projects for Yas Marina Circuit, GEMS Education MENA, ADNOC, Dubai Airports
- Working closely with other teams, both in-house and on the client side, to implement governance and ensure successful long-term sustainability and growth for complementary projects
- Implementing Kanban/waterfall methodology with team members both co-located and remotely, JIRA management and planning, retrospectives, daily standups and user stories
- Responsible for the full PM lifecycle, including kickoff presentations, requirements gathering, scoping work, estimations, budgets, status reporting both internally and client-side, plus identifying and securing new opportunities



## **Daresay (formally Screen Interaction) - Digital project manager/technical lead** 2017, Dubai, UAE

- Responsible for analysing and rescuing a high-risk and over-budget security monitoring project for Ericsson
- Implementation of Kanban methodology, plus team mentoring and coaching, to significantly improve the quality and speed of development
- Introducing estimates for tasks, resource projections, velocity calculations and alterations
- Client communication, requirements elicitation and documentation, regular status and software reviews
- Budget management and monitoring
- Defining and ensuring QA for the deliverables in the project
- Proposal generation, estimates and client presentations for other projects in the pipeline in the agency

## **Mayordomo - Technical lead (freelance)** September 2015 - October 2016, Barcelona, Spain

- Delivery of an IoT locker system, complete with logistics and mapping software, plus payments
- Task estimation/planning and team management using Kanban and estimation poker
- Managed an off-shore team based in multiple locations, resolving blockers, issues and concerns, and any technical/product queries
- Collaboration with the client/primary stakeholders to develop product roadmap and complete project initiation
- Requirement elicitation from stakeholders, scoping, client communication and expectation management
- Utilising Agile to optimise deliverable output in a situation with constantly changing baselines
- Interviewing, selecting and managing development team members, including time and deliverable management
- Process design and optimisation for customer and service provider interaction
- Technical discovery and strategy, hardware and software design, content production, build and delivery

## **Dixon's Carphone Warehouse - Technical lead (freelance)** September 2014 - September 2015, London, UK

- Ensured on-time delivery of 5 high-performing applications within 12 months for different sectors within Carphone Warehouse. Programmes include:
- Insurance compliance workflow system for all Carphone customers, increasing compliance from 40% to 94%
- Real-time competitor insurance and device pricing big-data system, allowing teams within DCPW to accurately and quickly price products. This system added profit of £1 million in year one of use

## **Exposure (freelance) - Technical lead** 2012 - 2014, London, UK

- Project management, lead development and deployment, ensuring timely delivery of technologically cutting edge, award-winning digital campaigns on web, mobile and Facebook

## **Previously:**

- **2010 - 2012** - Senior developer/lead developer, Glasses Direct, London
- **2008 - 2010** - Freelance, software developer, London
- **2005 - 2008** - New Zealand Tourism Institute, software developer, New Zealand
- **2005** - Graduated with Bachelor of Applied Science majoring in Software development, New Zealand