Alastair 'AJ' Jamieson

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Twickenham, London (hybrid preferred)

Overview

Transformational leader and MBA student empowering product-engineering departments to deliver customer-focused and scalable solutions, achieving company goals with security at the forefront.

Recent Accomplishments

❖ Drove an in-depth security audit at Holland & Barrett's H&B&Me, followed by mitigation or reduction of all 32 findings within 3 months.

❖ Scaled Holland & Barrett's H&B&Me Technology area from ~20 engineers to 57 engineers (Flutter, Go, ReactJS, QA, DevOps, Data, architects), incl. 7 Technical Leads, within 9 months.

❖ Rolled out end-to-end test automation (Maestro) for Holland & Barrett's H&B&Me app, from scratch, covering 100% of the automatable test-cases, catching 6 major bugs in the 1st 6 weeks.

❖ Successfully delivered 2 large technical migrations at So Energy; a customer care portal (Vue3) to increase first contact resolution and a legacy Ruby monolith rebuild (to Kotlin microservices on Google Cloud) to increase stability and speed of maintenance and delivering new features.

❖ Initially pivoted So Energy squads for the migrations then reshaped to business-aligned squads, focusing on rapid innovation to validate business-metric hypotheses then iterate at pace.

❖ Successfully navigated Ometria (React, Python, Golang, AWS) through Black Friday weekends, ensuring the platform stayed up, stable and secure with millions of orders being placed.

❖ Implemented DORA delivery metrics at Ometria for tribes to understand and improve their performance and bottlenecks, resulting in a 4x increase in deployment frequency.

❖ Led Flyt's (PHP) technical delivery of 1k+ restaurant locations assisting acquisition by Just Eat.

❖ Hands-on design and implementation of Flyt's alerting tool (Node, NoSQL), used by delivery partners, restaurants and operations staff; handling 3.2m orders pw for 16k restaurants.

❖ Built top-line revenues and achieved goals for Loyale clients; an early client grew revenues by 78% over 2 years, another client doubled marketing-qualified leads after 1 week of consultancy.

❖ Reported to MoPowered's CEO while directing multiple teams (C#, SQL) to build and deploy 94 mobile commerce sites on the SaaS platform in 18 months assisting MoPowered's IPO.

❖ Led Nuance teams in Twickenham, Bengaluru and Seattle to deliver a solution for Vodafone UK that deflected up to 40% of calls to customer care resulting in direct savings to Vodafone.

Core Competencies

❖ Structuring ProdEng departments to achieve goals
❖ Implementing Kanban/SCRUM variations of agile
❖ Business & team process streamlining

❖ Leading, mentoring & inspiring teams
❖ Directing co-located & offshore teams
❖ Certified ScrumMaster (CSM)

Recent Professional Experience

Holland & Barrett, London (hybrid) NOV 2024 - JAN 2026

H&B&Me, a scaleup inside Holland & Barrett, adds quality years to life via a behaviour change app.

H&B&Me Head of Technology

❖ Prepared to scale the app for millions of customers by identifying potential bottlenecks, planning the technical changes and scaling the DevOps team with near-shore consultants.

❖ Radically improved the security of customer data, starting with an in-depth security audit, mitigating all audit findings and rolling out significantly tighter access to our tools.

❖ Set technical standards for excellence, security, stability and efficiency.

Freelance Consulting, London (hybrid) MAR 2024 - OCT 2024

Freelance consultancy services for technical product-focused SMEs to holistically achieve goals.

❖ Completed GTM strategy and initial launch of a mobile solution for human-elephant coexistence with On the Edge Conservation (London) and Nature Conservation Foundation (India).

❖ Consultancy on product strategy and team structure (pro-bono for 2 early stage startups).

So Energy, London (hybrid) NOV 2022 - FEB 2024

A fast-growing supplier of gas and 100% renewable electricity with a customer-centric approach.

Head of Software Engineering

❖ Reported to the SLT, led the department with 9 squads (tech: Vue3, Kotlin, Ruby, k8s, DevOps)

❖ Pivoted ProdEng to skillset squads in 2023H1 to successfully deliver large migrations of the customer care portal (Vue3) and a legacy Ruby monolith to Kotlin microservices (Google Cloud).

❖ Created the Engineering career ladder, leading to 3 objectively validated senior promotions.

❖ Improved observability, alerting, incident run-books, incident post-mortems and follow-through on post-incident actions, resulting in 64% less incidents per quarter.

Recommendation from a direct report **Linked**in

Flipdish, Ireland (remote-first, London) JUN 2022 - OCT 2022

Helping food businesses thrive in today's world of online ordering, the web and the smartphone.

Short tenure: Flipdish ran low on funding and made large cuts to headcount.

Director of Software Engineering (Integrations)

❖ Reported to the CEO, led a vertical with 5 large squads (tech: React, .NET, SQL, Azure, DevOps)

❖ Led workshops to break up a highly-coupled monolith to increase test automation/coverage.

❖ Owned engineering hiring with a strong filter for excellence, backed by GIA and HPTI test data.

Recommendation from Flipdish's CEO (line-manager), a peer and a direct report **Linked**in

Freelance Consulting, London (hybrid) SEP 2021 - JUN 2022

Freelance consultancy services for technical product-focused SMEs to holistically achieve goals.

- ❖ Advised on company goals, technical and marketing strategy, team composition, agile variations, technical security, analytics, high-level product roadmap and customer discovery.

- ❖ Initial consultation to On the Edge Conservation (London) and Nature Conservation Foundation (India) to solve a human-elephant coexistence problem (completed in 2024).

Recommendation from a client **Linked**in

Ometria, London (remote-first) NOV 2019 - JUN 2021

Ometria uses their SaaS marketing platform with AI-powered customer insight and cross-channel marketing to "create marketing experiences that customers will love" for large online retailers.

Director of Software Engineering (Growth)

- ❖ Reported to the VP of Engineering, executing the Engineering growth strategy with 3 tribes (tech: React, Python, Node.js, Golang, SQL, NoSQL, AWS, k8s, Snowflake, DevOps)

- ❖ Owned the incident management initiative, continually improving how Ometria responded, communicated, wrote post-mortems and conducted incident retrospectives.

- ❖ Implemented a coach/champion model for data analytics and QA to give a consistent and data-driven approach across all squads to continually improve technical delivery.

Recommendation from a direct report **Linked**in

Flyt / Just Eat, London (hybrid) APR 2018 - OCT 2019

Flyt is a platform to help the world's top food delivery companies to work with the largest restaurant partners seamlessly through POS integrations on a global scale.

Head of Activation

- ❖ Reported to the CEO, building and executing on the activation strategy to assist acquisition by Just Eat in 2019 (tech: Typescript, PHP, Node.js, Golang, SQL, NoSQL)

- ❖ Close working relationships with commercial, operations, technical and product teams at Just Eat, Uber Eats, Nando's, GBK, Mitchell & Butlers and more.

- ❖ Technical leadership by example for on-shore and near-shore Senior Engineers, Customer Success and L2/L3 support functions. Frequently diving deep on challenging technical issues.

- ❖ Recruited, on-boarded and mentored Senior Engineers and Technical Project Managers.

- ❖ Led cross-functional squads to deliver on SMART goals, rolling out 1000+ new locations, sunsetting legacy services and servicing retained merchants.

Recommendation from Flyt's CEO (line-manager) **Linked**in

Loyale, London (hybrid) JAN 2015 - APR 2018

Loyale was two-fold; a micro-startup offering digital loyalty solutions and a freelance consultancy for technical product-focused SMEs to holistically achieve goals.

Founder, Head of Product and Engineering, Growth Consultant

- ❖ Owned the product roadmap to help SMEs with customer acquisition/retention. One client increased their top-line revenue by 78% over 2 years which they attributed to Loyale technology.

- ❖ Designed and built a loyalty app MVP in 2 weeks to test the market (Firebase, Cordova), then a white-label marketing platform to segment content to customers via multiple channels.

Recommendation from a client **Linked**in

MoBank / MoPowered, London (in-office) FEB 2012 - DEC 2014

MoPowered built a multi-tenant mobile e-commerce SaaS/cloud platform with PCI-compliant secure mobile payment for online SME and enterprise retailers like Next, SuperDry and Waterstones.

Director of Technical Operations

- ❖ Reported to the CEO, directing on-shore and near-shore teams to deliver almost 100 SME sites in the leadup to Mopowered's IPO on the London Stock Exchange AIM (tech: .NET, Azure)

- ❖ Rolled out tooling and process to reduce demo effort eightfold and overall project delivery time.

Recommendation from a client **Linked**in

SNAPin / Nuance, London (hybrid) JUN 2008 - FEB 2012

SNAPin Software, acquired by Nuance, delivered innovative mobile care solutions to enterprises, embedded on mobile devices at the point of manufacture and launched via patented call intercept.

Technical Lead / Software Development Manager, Professional Services

- ❖ Built and mentored cross-functional technical teams through challenging deployments.

- ❖ Guided co-located and offshore teams in London, Bengaluru and Seattle. Made strategic technical and business decisions for concurrent deployments.

- ❖ Delivered solutions across mobile platforms for enterprise clients; Vodafone UK (20 million subscribers), MetroPCS (8m), Vodafone ES (17m) and IB Systems/SoftBank in Japan (23m).

Recommendation from line-manager **Linked**in

Courses and Qualifications

- ❖ **Current MBA Student**, Senior Leader Apprenticeship, Keele University, Stoke-on-Trent
- ❖ Behaviours of Inclusion, People Development, Leading Change and Strategic Thinking - Lifelabs
- ❖ AgilePM - APMG International, London
- ❖ Certified ScrumMaster (CSM) - Scrum Alliance, London
- ❖ Payment Card Industry and Data Security Standards (PCI-DSS) - 2-sec, London
- ❖ BE Engineering, Honours: Software, Electronics & Leadership - University of Canterbury, NZ
- ❖ BSc Science, Honours: Quantum Physics & Astronomy - University of Canterbury, New Zealand