

Technology leader with 15+ years building and scaling B2B SaaS and platforms across PE-backed, FTSE250 and VC-backed businesses. Proven track record driving value creation through re-platforming, AI/ML, and org design: scaled engineering orgs to 100+ people. Comfortable operating at C-suite and board level while remaining hands-on to turn investment into executable tech roadmaps. Co-founded and exited startups, delivered globally recognised work and taught 700+ software engineers. UK Tier 1 Exceptional Talent in AI, MSc (Highest honours) in Databases & AI. Trilingual.

HIGHLIGHTS

- Scaled FTSE250 engineering to 100+ engineers, 3 HoEs, 12 EMs and 3 Staff across 6 countries; increase velocity by ~20%.
- Enabled 2x customer growth in a quarter at FTSE250 by driving tech strategy to evolve beyond legacy systems in regulated domains.
- Reduced incidents by ~20% across 2k+ microservices via org design, domain-driven design and tighter product/tech alignment.
- Scaled engineering teams at Infogrid 10x to ~80 engineers in 6 months to support hyper-scale IoT B2B SaaS, while introducing a technical vision and org model to meet DORA metrics and handle millions of sensors.
- Cut software upgrade costs by ~30% at Murex using ML models deployed across regions, coordinating multi-team adoption.

WORK EXPERIENCE

GoCity – B2B, B2C and B2B2C PE backed e-commerce, ~3M customers

UK

SVP of Engineering

2024-Present

- Increased delivery velocity by growing AI adoption to 72%, became SME on AI and ran company wide AI hackathon.
- Drove re-platforming of core systems to completion which improved scalability and faster introduction of new products.
- Lead 2026 engineering strategy, aligning platform, AI and security priorities tying it directly with commercial & value-creation goals.
- Secured budget approval from the C-suite & board for future tech-led innovations and exit-readiness, having AI at its centre.

Tech: Java, API, React.js, Swift, Kotlin, Kafka, Grafana, PostgreSQL, Terraform, Kubernetes, microservice/event driven architecture, AWS

Utility Warehouse – FTSE 250, B2C multiservice energy, telecom, insurance, cashback card provider, ~3M customers

UK

VP of Engineering - Customer

2022-2023

- Scaled two remote-first departments to 100+ engineers (3 HoEs, 12 EMs, 3 Staff) across 6 countries.
- Increased delivered value by ~20% with positive engineering operations metrics, directly supporting growth and margin targets.
- Reduced incidents by ~20% on a ~2k microservice estate through org design, domain-driven design and tighter product alignment.
- Managed £M+ CapEx/OpEx budgets and buy-vs-build decisions, balancing platform investment with P&L impact.

Tech: Golang, gRPC, React.js & Native, Kafka, MongoDB, Grafana, PostgreSQL, Terraform, Kubernetes, Github, event driven architecture, AWS

Infogrid – IoT B2B SaaS cleantech scaleup, raised \$90M series B from tier 1 VC investors, ~1M+ sensors

UK

Head of Engineering

2020-2022

- Scaled engineering 10x in 6 months to ~80 engineers to meet hyper-scale SaaS demand, designing a two-department structure.
- Grew 7 first-time EMs and a SEM by introducing a career framework, engineering principles and OKRs, lifting leadership capacity.
- Optimized the delivery flow by reducing cognitive load & scaling the org to 2 remote-first departments: streams and platform teams.
- Developed technical vision which served as the north star to meet the company's objectives, DORA and SLA metrics.
- Partnered closely with Talent to build a scalable hiring engine (interviewing standards and shadowing, R&R, documentation).
- Successfully worked closely with AWS, NHS and Verizon among others to integrate with our API and use it at scale.

Tech: Python, React, REST API, Django, Docker, Terraform, Celery, Redis, AWS, Gitlab, Data Lake, Microservice/microfrontend/event driven architecture, Material UI

Portefini – US-based e-commerce VC backed startup, raised \$500K in seed funding, 1.5M+ products

UK & US

Hands-on CTO

2019-2020

- Integrated with payment services throughout the order lifecycle which allowed a seamless shopping user experience
- Established a scalable architecture which allowed a modular microservices approach to scrap and maintain 1.5M+ products

Tech: Python, React, REST API, Django, nginx, Docker, Gunicorn, Celery, Redis, AWS, Stripe, Sentry, CircleCI

Murex – The leading enterprise capital markets trading platform rated by Gartner magic quadrant

France & Lebanon

Technical Lead – SWE and AI

2016-2019

- Developed machine learning models to cut cost by 30% on software upgrade while coordinating with regional cross-functional teams
- Developed a core business process application development stream after a 2-week handover and drove DevOps effort
- Recruited, coached, mentored and led 15 software engineers to successfully implement AI bot initiatives across 7 departments
- Created the AI community of practice, conducted hands on machine learning tech talks for 200+ engineers and consultants

Tech: C#, Python, JS, scikit-learn, NLP, Decision Tree, Azure, D3JS, RDF, Linked Data, Flask, .NET Core, CI/CD Jenkins pipeline, Git

Full Stack Software Engineer & Scrum Master

2013-2015

- Developed the IT infrastructure as a service under the 'you build it, you run it' mantra, used by 2K+ employees
- Reduced infrastructure resources provisioning time by 110X by developing a microservices-oriented application
- Promoted within 18 months to Scrum Master for commendable communication and teamwork skills

Tech: C#, AngularJS, REST API, MongoDB, MSMQ, VMWARE virtualization, .NET Framework, SOA, Microservices, MSSQL Server

Augmental – Adaptive learning EdTech startup, won \$100K in startup competitions in US & EMEA

Lebanon

Co-founder & Hands-on CTO

2016-2019

- Developed the core course recommender engines from concept to implementation using Artificial Intelligence
- Established a scalable SaaS multi-tenant architecture across several technologies and platforms (mobile, web, AI, AR, bot)
- Raised the team skills and performance by reviewing code, setting up OKRs and Scrum, applying TDD and coding guidelines

– Successfully managed the product roadmap from idea phase to a working product piloted in 3 large high schools in the MENA region
Tech: C#, REST API, TDD, .NET Core, Azure (LUIS, DevOps, App Service, BotService, Machine Learning Studio), scikit-learn, Xamarin, Unity, SOA, Onion Architecture, MSSQL Server, Git

Antonine University – Faculty of Engineering **Lebanon**
Part Time Instructor **2013-2019**

– Taught 700+ students, second through fifth year software engineers on XML, distributed architecture, web technologies and UML
– Initiated and managed the successful implementation of final year projects in EdTech, AI, machine translation and bots
Tech: JS, XML, JSON, REST API, Bootstrap, CSS, HTML, Azure BotService, Google DialogFlow, Pattern recognition

SelfStir Limited – Leadership development HRTech startup with client base in US and Europe **UK & Lebanon**
Founding member & Director of Technology **2011-2019**

– Acted as the point of contact between the founders and the development team within the agile software development lifecycle
– Recruited, conducted workshops and led the first 3 senior software engineers
– Increased user retention by 20% using machine learning to generate recommendations
Tech: PHP, Yii MVC Framework, MySQL, TDD, SaaS, multi-tenancy, AWS, Bayes rating algorithm

SNS – Multinational provider of supply chain consultancies and software solutions **UAE & Lebanon**
Technical Consultant **2011-2012**

– Improved decision making by integrating warehouse management systems and ERPs to monitor stock usability
– Customized warehouse management and supply chain systems following client requirements
Tech: Java J2EE, Apache Tomcat, RFID, MS SQL Server, Talend

VOLUNTEER EXPERIENCE

Smart ESA – Startup accelerator and incubator **Lebanon**
Technical Coach **2019**

– Coached 3 startups on how to go from idea to implementation, technology selection and feasibility assessment
Tech: Best practices on full stack development, software architecture considerations, lean startup approach

Flat6Labs – Startup seed program and early stage fund **Lebanon**
Technical mentor **2019**

– Educated a startup about API design, software architecture, integration standards and security best practices in FinTech
Tech: Resource-based REST APIs, service-oriented architecture, authorisation schemes

U.S. Embassy – Youth Advisory Council **Lebanon**
Board Advisor **2016-2017**

– Engaged with the U.S. Embassy in an honest two-way dialogue to discuss the youth's perspective on pressing educational and social issues in Lebanon. The board is comprised of 24 selected Lebanese youth leaders, between 18 and 30 years old

EDUCATION

University of Burgundy – Faculty of Science and Technology **France**
MSc, Databases & Artificial Intelligence – Highest honours, top of the class, rank 1/33 **2010-2011**

Antonine University – Faculty of Engineering **Lebanon**
MEng, Computer Science & Telecom. – Fast track graduation in Software Eng. for excellent academic performance **2006-2010**

ACCOMPLISHMENTS

UK Home Office **Tech Nation**
Tier 1 Exceptional Talent in the field of Artificial Intelligence **2019**

Microsoft – Certified course **edX**
Professional program in Artificial Intelligence **2018-2020**

Harvard Business School, AI SuperNova Challenge, Euromena, Grow My Business – Startup competitions **US, UAE & Lebanon**
Augmental won \$100K in cash **2017-2019**

John Hopkins University – Certified course **Coursera**
Executive Data Science Specialisation **2019**

University of Washington – Certified course **Coursera**
Machine Learning Foundations **2016**

Scrum Alliance – Professional agile training **Lebanon**
Certified Agile Scrum Master **2011**

SKILLS

Languages – English (Fluent), French (Fluent), Arabic (Native)

Programming – **Backend** (C#, Java, Python, PHP, .NET, Yii, Flask), **Frontend** (HTML, CSS, JavaScript, Typescript, React, Bootstrap, Angular), **Database** (MS SQL Server, MongoDB, MySQL), **Other** (SOA, Microservices, REST API, gRPC, SaaS, TDD, Git)

Machine learning – scikit-learn, TensorFlow, Azure Machine Learning, AgentsKit

Other – Pro-bono **Consulting** (Mentor at the U.S. Fulbright, NGOs), **Sports** (Tennis, Swimming, Snowboarding)