Curriculum Vitae (Abbreviated) – Ian Pleasance

White Ash House   Born: 29th May 1968   Telephone: **07990 572842**
White Ash Green   Nationality: British Citizen   eMail: **ian@planetbuilders.co.uk**
Halstead, CO9 1PD   CV: https://www.planetbuilders.co.uk/cv

A career Platform Engineer and Architect, I have worked with a ride range of organisation sizes from startups to Enterprises.

My experience allows me to scale systems and processes, lead digital and process transformation projects, and guide the design and building of scalable performant systems. Something which differentiates me from other IT professionals is that I am customer focused and well versed in business issues - having built and scaled technology businesses of my own and therefore possessing experience of both the implementation of technology and its application to business goals.

I have worked for B2C product and B2B service supplier organisations, and within group sizes ranging from one through many-hundreds. I am experienced in managing, leading, and mentoring engineers and have a proven history of levelling up engineers and engineering teams.

Career summary

2021-2022   Principal Platform Engineer – hyperexponential.
2018-2021   Principal Engineer – Just Eat.
2013-2018   Contract architect, engineering lead/SRE consultant, and fractional leader
      2016-2018   Architect, Head of Architecture, Engineering Lead – News UK
      2014-2016   Architect and Engineering/SRE lead - The Financial Times
      2013   Digital Architect and Engineering Lead - News International (News UK)
2011-2017   Technical Director, Architect and co-founder – Mindings
2008-2011   Content-management system designer and developer – The Financial Times
2005-2008   Web/IT consultant and freelance software developer.
2003-2004   Senior Support/Pre-sales Technical Specialist – Yahoo! Europe
2002-2003   Lead Technical Specialist-Asia and Europe – Inktomi Corporation
2001-2002   European Technical Support Manager – Inktomi Ltd
1999-2001   Technical Support Engineer for Inktomi Ltd
1999   IT Contractor.
1989-1999   The Royal Borough of Kensington and Chelsea ("RBKC")
      1996-1999   Internet design, implementation, and support specialist
      1993-1995   Unix/IP network design, development, and lead support
      1990-1992   Operating System developer
      1989-1990   Systems administrator and Technical Support specialist

Career history

2021-2022

hyperexponential ("hx") - Head of Excellence/Principal Platform Engineer. Creating Platform and Customer Engineering teams, creating an improvement strategy, improving scaling/cost-efficiency, improving release processes and quality of deployment.

hx's CTO hired me to create strategies for Platform and Customer Engineering, identify a backlog of technical and process improvements, build Platform/Customer Engineering teams and initiate these improvements, and advocate for quality across all areas of the engineering organisation.

I analyzed the hx platform, and built a comprehensive backlog of prioritized improvements, developed job specifications for the 3 levels and 2 types of engineer role required, and worked with the internal talent team to build a candidate funnel.

I hired mid/Senior Customer and Platform Engineers, building a team of 6 split across two sub-teams and we delivered the highest priority improvements, immediately resulting in increased resilience and performance.

We implemented formal testing, automated it, and significantly improved the operational testing and release processes - reducing deployment time by 60%, the engineer time required for a deployment by 80%, and deployment errors to 0.

2018–2021

Just Eat - Principal Engineer. Working with Heads Of to re-define engineering practices and technical architecture, and redesign the platform to the new architecture, guiding and mentoring teams in the implementation of this.

As Just Eat's first Principal Engineer, my responsibilities were split into three work-streams.
- I worked with the Director of Engineering on large scale initiatives, e.g. team expansion, building guilds for Architecture and Performance, creating standards for documentation, evaluation/R&D, and other areas.
- I was paired with a division Senior Technology Manager to work across multiple teams at a time helping to guide and validate their designs and work, mentor them, and generally be their go-to advisor for questions regarding engineering practices and their work. These teams included Search, Menu, Order, OrderPad, Delivery Estimation, and other critical parts of the order flow.
- Finally, I acted as an engineering lead on key projects including the design and implementation of a competition engine for the Euro 2021 sponsorship campaign, the addition of alcohol and other age-restricted projects to the Just Eat platform, and work on allergen and food lifestyle filtering.

When I joined Just Eat the engineering department had 12 teams and approximately 200 engineers and other technical staff. During my tenure and the merger with Takeaway.com this grew to over 600 engineers across 30 teams. I worked with most of these teams, and my work on standards and practice improvements influenced them all.

2016 – 2018

News UK - Architect, Interim Head of Architecture, Tech Lead, and Principal Engineer. Leading a full re-platform design, transformations including DevOps and CI/CD implementation, and leading architectural practices.

Leading the delivery of a new highly flexible and performant distributed digital platform for both web and app content with the goal of taking the organisation's flagship title from 5th most read in the UK to 1st.

A secondary goal was to help News UK's engineering team move towards more modern development practices, such as Agile working, CI/CD, Open source toolchains, and to work in a more DevOps manner.

I was responsible for designing a flexible architecture, ensuring that it met the project goals, and ensuring modern best engineering practices were followed.

As Tech Lead and Principal Engineer I was responsible for; working with the business, programme leads, project managers and scrum masters to ensure that the project's development teams delivered quality work to an agreed schedule, for mentoring and upskilling team members, and for helping the Head of Technology and Director of Engineering transform and grow their teams into highly performant development teams using efficient modern development practices.

From April 2017 as Interim Head of Engineering I had responsibilities for; strategic growth, recruitment and team building, mentoring of senior developers within the team, technical decisions and strategies, and other leadership tasks.

In August 2017 I additionally took on responsibility for leading mobile app development, reviewing/improving the current architecture, performance and stability improvements, and mentoring the team.

In September 2017, as interim Head of Architecture I responsibility and authority over all architectural designs created at News UK, as well as liaising with News Corp and News Australia to ensure that architecture was consistent across the wider business.

As a result of these, I had leadership responsibility for a team of 4 architects, and technical leadership responsibility for 60 engineers across 7 sub-teams.

The goal of turning the flagship title into the most-read news site within the UK was achieved and verified by industry standard independent scoring. In parallel site performance was drastically improved, with key metrics such as time to first relevant paint halved, user engagement was significantly increased, page views per visit doubled, and advertising revenue near doubled. A through DevOps process chain was implemented along with full ownership of the technology stack by the team, CI/CD, and fully automated testing. This allowed the time required in order to release code to be reduced from 1 week to below 45 minutes, as well enabling a fix-forward and feature-flag based policy which meant no rollbacks were required.

2016 – 2016
Bloomberg LP – SRE (Market Data Feeds). Advising on Reliability Engineering practices.

I advised the leadership of the Market Data Feed team on the growth of a tactical SRE team and improvement of all "non-functionals" around the division's technology. These included; monitoring, release/deployment, tooling and automation, performance and scaling. In parallel, I worked with the business's engineering division to engender modern working practices and team structures.

2014 – 2016
The Financial Times – Architect and Engineering Lead.

I lead a project for the FT's membership services engineering team to design and build a new membership and subscription management stack.

The project also included a transformative element, adopting Agile ways of working and implementing full DevOps practices including :-
- Design and implementation of highly-available multi-region clustered application, database, and message-layer systems
-Mentoring/training development teams to empower them and transform them to modern DevOps style teams.
- Implementation of continuous deployment and delivery workflows.
- Adoption of modern development practices including Agile/Kanban, CI/CD, XP/pair programming.

2013
News UK – Digital Architect. Ensuring architectural quality, performing integration and architectural design, mentoring and guiding teams,

"Newsroom 360"was a 3-year transformational project to build a new multi-channel publishing system allowing the creation, curation, and publishing of all of News UK's print and digital publications.

I was hired on a 2 month contract to re-examining the architecture and design work that had been completed to date and identify risks to the project's go-live date. I completed this task, identifying and leading the resolution of areas of concern, and ensured a successful go-live.

Senior management asked me to continue for another 7 months to assist with architecture and solution design for the remaining parts of the project's scope. This included; Multimedia (video and audio) production workflows and integrations, print and digital archiving, and pre and post-publication syndication. I also enhanced other integrations, and provided general architecture and design consultancy, and assisted other teams working alongside the project team such as the; deployment, infrastructure, and monitoring teams.

2011-2017
Mindings. Technical Director/Designer and co-founder. Co-creator of the award-winning Mindings service, responsible for taking it from a concept to an multi -award-winning product.

Mindings used social media and digital content as a light-touch form of telecare, allowing elderly users to better engage with their families, increase their well-being, and remain independently living. It was highly popular with users, families, care homes, and national care organisations. Our product won awards ranging from Cambridge Angels to the international Cura-B competition, and was enthusiastically reviewed by magazines like Wired and newspapers such as the FT and Guardian.

I was responsible for managing and leading the technical development of the business/product and taking its early prototype software to market, turning it from a "proof of concept" idea to a usable scalable solution for large scale use. This included responsibility for; designing architecture, designing and creating new features, managing outsourced developers and other team members, and generally overseeing all technical work.

2011
Contract/Freelance - Web and software developer. Providing freelance development and consultancy services to businesses, predominantly using Linux and the LAMP stack.

2008-2011
The Financial Times – Platform Engineer. Performing platform development work and high-level support for Newspaper and Web content-management/publishing systems.

To perform a full ground-up rebuild of the FT's "Méthode" Content Management and publishing system, a total redesign was required. This included new Sun hardware/OS, upgrades of all application and server software, rewrites of all local customisations – as well as increased resiliency via a 2nd parallel data center.

I lead this project, becoming the domain expert and ensuring that knowledge was then shared across the team, and more junior engineers and editorial users upskilled.

2004-2008
Contract/Freelance - Consultant and software developer. Specialising in Search Engine optimisation, Content Management System design and implementation, and IT/Telephony convergence.

I performed development and consultancy work for a wide range of customers, completing many projects and contracts covering a broad-range of IT areas, such as infrastructure design, support planning, and business/IT infrastructure review.

This included the design and development of a state-of-the-art browser-based Content Management System for Flatpack Software Ltd.

2003-2004
Yahoo! Europe - Senior Support/Pre-sales Technical Specialist – Yahoo! Europe. Client Engineering support and consultancy.

Pre-sales technical consultancy and sales-engineer/support work, assisting design and development of portal front-ends using the Inktomi (now "Yahoo YST") product, and post-sales engineering assistance.
I managed the technical relationship with high-profile "tier 1" customer accounts across Europe and Asia, provided input into the selection and sales process of many of these tier 1 customers. My responsibilities and tasks at this time included pre-sales technical and account-management work – including the development and presentation of sales pitches and lead analysis.

1999-2003
Inktomi Corporation
  2002-2003 Lead Technical Specialist for Asia and Europe.
  Inktomi reduced size significantly, and I elected to move back into the Websearch area – taking on additional responsibilities as worldwide Technical specialist and support lead, and absorbing direct responsibilities for the Asian market.
2001-2002 European Technical Support Manager
With team growth came a requirement for local management. I was responsible for managing the day-to-day needs of the team, developing their career paths, and growing the team.
 1999-2001. Technical Support Engineer

1999
Freelance – IT Consultant

1989-1999
The Royal Borough of Kensington and Chelsea ("RBKC")
 1996-1999 - Internet design, implementation, and support
 1993-1996 - Unix/IP network design, development, and support specialist.
 1990-1992 - Systems developer, creating extensions to IBM's CICS, VTAM and VM operating systems.
 1989-1990 - Systems administrator and Systems programmer

1988-1989
Freelance - IT/development work.