Joe Mathews

TECH LEADERSHIP ▪ ARCHITECTURE & SCALING ▪ STRATEGIC ENGINEERING VISIONARY

**SAAS | B2C | B2B | B2B2C | AI & ML | IPTV | EDTECH | MARTECH | FINTECH
ONLINE ADVERTISING & VIDEO | LEAN | AGILE | STARTUP | SCALEUP**

With years of experience in the incorporation, scaling, and day to day running of high-performance teams, Joe excels both as a high-level strategic manager of managers, and as a hands-on technical leader, developing and driving the adoption of processes designed to enable teams to continue working optimally as they grow. Joe is now looking for an opportunity to utilise his vast experience to help companies that share his core values continue to succeed as they scale their software teams.

Areas of Expertise

● Engineering Excellence ● Product Development ● Engaging Communication
● Technology Strategy ● Engineering DORA Metrics ● Emerging Technology Trends
● M&A activity ● Technical Culture ● Technology Leadership ● Roadmap Planning
● Information Security ● Manager of Managers ● Scaling (People & Technology)

Professional Experience

Company Name: **GoStudent** (Permanent)   July 2022 – Present

Senior Director Engineering - Reporting to VP of Global Engineering (SVP)
Remote, Vienna, Global

GoStudent is a venture-backed ed-tech platform that is disrupting the tutoring market and bridging the knowledge gaps of students globally. Now valued at over 3bn with the help of national and international investors including Prosus, Coatue, DN Capital, Left Lane Capital, Speedinvest, DST Global, Softbank, Tecnet and Dragoneer.

- Responsible for Technology and Engineering within the Product Engineering teams of GoStudent
- Direct team management, and manager of multiple managers, with an attrition rate of 4.5%, down from an initial 30%
- Leadership of 70+ technology professionals
- Responsible for the ideation and adoption of key processes to greatly increase team agility
- Driving adoption of engineering standards as part of the Architecture Board
- Introduction of key metrics to monitor delivery performance, including time to market and platform uptime
- Direct product delivery responsibility for the GoStudent product portfolio

Impact

- Drove the introduction of multi-discipline Product Engineering squads, including domain ownership per squad, resulting in a reduction of over 100 hours in time to market for product features
- Successfully transformed the MarTech team from a task driven bottleneck into a modern agile engineering team
- Drove the introduction of a blameless culture around incidents and outages, ensuing that they were taken as opportunities to improve process rather than finger pointing
- eNPS of 50 from -34 over an 18 month period
- Management of the GoStudent team responsible for integration and delivery of a core classroom and video calling IP and optimised student to tutor operational cost by €24m over a 12 month period
- Accountable for full platform migration and CMS consolidation that enabled truly data driven campaigns, resulting in MoM percentage improvements of key conversion metrics
- Recruited continuously into the GoStudent technology team using a remote employment model for IC and Management positions
- Increase to 99.5% platform uptime from an initial 98%
- Responsible for ensuring technical diligence during Series E funding round (£95m)

Company Name: **COGX** (Contract)   Dec 2021 – July 2022

Product Strategy / Head of Engineering - Reporting to Founder & CEO
Remote, London
CogX is the world's biggest festival of AI and transformational tech, having successfully run multi-day festivals in London since 2017 with on-site attendance of 100,000, and an audience reach of millions. This thought leadership from many of the most successful entrepreneurs in the world is available through a commercial on-demand application that provides direct communication with some of the foremost experts in a variety of fields.

- Accountable for ideation and roadmapping of the new CogX insights product
- Accountable for Technology and Engineering teams of CogX
- Responsible for technical research and due diligence for traditional, AI and Web3 technologies
- Working as a lean team, with direct management responsibility for all of technology, including Engineering, AI, and DevOps

Impact

- Defined the CogX insights product strategy, including go to market strategy
- Pitched the new strategy to external private investors, resulting in 6 figure funding secured within 30 minutes
- Released the first version of the CogX Insights App to market, with 300% month on month user growth
- Structured teams and processes to ensure on-time and on-budget delivery of the CogX Insights App
- Recruited all senior positions as the Engineering team grew over 100% in 4 months

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Company Name: **Gower Electric Bikes**   Dec 2021 – June 2023

Co-Founder
Gower, Swansea

Low friction Online E-Bike Rental and delivery service for visitors to the Gower Area of Outstanding Natural Beauty, promoting greener solutions, including 100% green energy. Gower Electric Bikes is now in its third season, run as a lifestyle business.

- Accountable for ideation, incorporation, and implementation of the concept of home delivery of e-bikes on the Gower
- Responsible for day-to-day running of all functions of the business, including tech, marketing, finance, and customer service
- Direct customer interaction and support for customers throughout the world

Impact

- Complete customer satisfaction - 5 star Google Review rating
- Achieved top SEO placement for multiple targeted terms
- Secured initial 5-figure funding from the Welsh Government
- Secured further funding through multiple successful grants
- Winner of Green Goals gold award and bursary for sustainability

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Company Name: **LeaveNoPrints**   March 2021 – June 2023

Founder
Remote, UK

Startup focused on enabling online shoppers to reduce their carbon footprint by planting trees whilst shopping online.

- Accountable for ideation, incorporation, and implementation of the initial concept
- Responsible for day-to-day running of all functions of the business, including tech, marketing, finance, and customer service
- Responsible for entire end-to-end tech implementation
- Direct brand engagement for some of the top brands in Europe

Impact

- Created an initial business plan to secure funding from the Welsh Government
- Implemented initial PoC and released to market
- Integration with all of the top affiliate networks, leading to a product catalogue of 1m+

Company Name: **FoodHak** (Contract)   March 2021 – July 2021

Interim CTO - Reporting to Founding CEO
Remote, London, UK, India

FoodTech startup founded by the first female investor at Softbank; FoodHak is a UK-based 'Food As Medicine' subscription service based on the principles of Ayurvedic medicine. FoodHak has continued to grow into a viable lifestyle business, successfully delivering healing foods throughout the entirety of the UK.

- Responsible for technical implementation of initial concept
- Responsible for recruiting and building the founding Tech team
- Responsible for entire end-to-end tech implementation
- Direct engagement with industry experts to establish correlating patterns
- Technology lead for agency selection for MVP of website, as well as physical logistics and delivery

Impact

- Ideated the use of machine learning to prove correlation between traditional Ayurvedic ingredients and peer approved clinical studies
- Implemented initial PoC and established an in-house AI team
- Utilised AI/ML to establish a strong link between the use of the ingredient "Amla" and a reduction in Cholesterol levels greater than that seen by $5 a day commercial Statins

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Company Name: **AMPLYFI LTD** (Permanent)   June 2018 – July 2020

Executive Vice President Product, Engineering - Reporting to Founding CEO
Cardiff, Wales. Santa FE, NM, US

AMPLYFI's powerful research platform uses AI to analyse content and uncover previously hidden trends and opportunities. Touted as Wales' first unicorn, AMPLYFI has grown from an initial concept in 2015 to a well established AI business that is growing year on year. Initially focused on the Energy sector it is now utilised commercially in the Finance, Automotive, Pharmaceutical, and Security sectors

- Accountable for Group Engineering & Technology for all of AMPLYFI with a matrixed people accountability for its Acquisition Deep Web Technologies
- Introduction of teams and processes to allow the Technology organisation to scale in an agile way
- Accountable for recruiting and building the Technology team as it grew from 6 to 50+
- Leadership of the Technology teams, including Engineering, AI, DevOps, QA
- Responsible for entire end-to-end tech implementation of all new products introduced to market, serving both private companies and government departments
- Responsible for productising research and scaling cutting edge ML and NLP techniques
- Presented regularly to the board and investors on new innovations and project status

Impact

- Led published AI / ML research projects with leading US think tanks (CSET) as well as UK and US Universities
- Grant applications and R&D tax applications that generated a 7 figure income for the company
- Over a period of 2 months, reduced monthly AWS expenditure by 50%, providing an annual saving of nearly £500,000
- Technology lead through AMPLYFI's £5m funding round
- Technical Due Diligence for acquisition of Deep Web Technologies

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Company Name: **Attrix LLC** (Permanent)   Apr 2017 – June 2018

Vice President Product, Engineering - Reporting to CEO
Cardiff, Wales. Salt Lake City, UT, US

Attrix was spun out as the data arm of the Sorenson Foundry, an incubator for startups focused on TV advertising. Combining numerous data points from across a variety of platforms and applications (on web, mobile, and CE devices), providing granular attribution and digital performance metrics for traditional TV advertisers. The parent company, Sorenson Media, was acquired by Nielsen

- Responsible for group Engineering & Technology for all Sorenson Foundry companies
- Established initial teams and processes to ensure that the group technology organisations could scale as product market fit was found
- Leadership of the Technology and Product teams
- Responsible for entire end-to-end tech implementation of numerous new and innovative products introduced to market
- Managed partnerships with external affiliates

Impact

- Built the Engineering, QA, DevOps, and Product teams from scratch
- Released the technical solution to millions of live TV sets, including mobile and web applications
- Designed the prototype of a novel system to recoup up to 50% of lost ad inventory, the parent company's primary revenue source. Patent filed

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Company Name: **Xumo LLC** (Permanent)   Feb 2011 – Apr 2017

Vice President Engineering - Reporting to CEO / CTO
Irvine, California, USA. Seoul, South Korea

Xumo was formed to develop and offer a next-generation streaming platform for the entire entertainment industry. Initially focused on online video advertising, product market fit was found with free, ad supported, linear video streaming, creating a whole new market segment. Xumo sold to Comcast for over $100 million in February 2020, and now forms the core of their IPTV offering.

- Founding Engineer. Focused leadership of a lean team, building from 0 to 50
- Established initial teams and processes to ensure that the Technology organisation could scale as product market fit was found
- Initially hands on, growing to manager of managers
- Responsible for architecture and development of end-to-end platform and clients across web, mobile, and CE devices
- Managed partnerships with external content providers and agencies
- Presented regularly to the board on new innovations and project status

Impact

- Technical advisor for creation of a $5m joint venture with Panasonic
- Released the technical solution to millions of concurrent live TV sets across the US and South Korea
- Patents filed around displaying high resolution UIs on low end CE devices

Technologies

AWS, Google Cloud and Azure. S3, EC2, GCE, Kinesis, Kafka, SQS, SNS.
DynamoDB, ElasticSearch, RDS, PostGres, REDIS, Oracle, BigQuery, SQL, Neo4J.
Lambda, Microservices, Serverless, Jamstack, Terraform, Docker, Kubernetes.
Many years of hands-on experience in Full-Stack, Backend, and Web Technologies,
HTML5, CSS3, JavaScript, CoffeeScript, TypeScript, Node, React, NextJs, Vue,
Svelte, Angular, Java, C/C++, Python, Bash. Headless CMS, CI/CD, Netlify, Vercel.
Large scale web scraping and entity recognition using scrapy, nltk and newspaper 3k.
Artificial Intelligence, Supervised and Unsupervised Learning, LLM, Data Labelling,
Mechanical Turk, IBM Watson, TextRazor, TensorFlow.
Mobile and CE Devices, React Native, Expo, Android Studio, XCode.
Windows, Mac, Linux, and Unix. Zoom, Meet, Slack and Teams.
JIRA, Trello, Confluence, Asana, Favro, Figma, HubSpot, Bitbucket, GitHub, Gitlab,
Git, Jenkins, Bamboo, TeamCity, DevOps. Standard Office Software.
Agile Methodologies, Lean Product Development. SOLID design, DevOps, SecOps.

Education

BSc (Hons) Computer Science
Certified Agile Scrum Master
Certified Solaris Systems Administrator

Personal Details

Nationality: Dual British and Irish Citizenship (Right to work in UK and EU)
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