

ELIE MATTA

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Experienced senior manager leading high-performing teams ranging from startups to FTSE 250 in the UK, US & EMEA
15+ years in senior leadership and software engineering, track record of architecting and delivering on budget
Hands-on roll-up your sleeves mindset with strong IQ & EQ developed through instructing 700+ software engineers for 6 years
Co-founded 2 internationally recognized startups, won \$100K+ in global competitions at Harvard and Forbes 30 under 30
UK Tier 1 Exceptional Talent in AI. Highest honors in Msc in Databases and AI. Fluent in English, French & Arabic

CORE SKILLS

- Mentoring, performance reviews, conflict resolution
- Business/Technology strategy, enterprise architecture
- Engineering hyper scale, retention, org design, DDD
- Startup advisory in funding, growth, strategy
- Machine learning, AI, data visualization
- RESTful API design, cloud services, SQL and NoSQL DBs
- Microservices, event driven architecture, SaaS
- Backend, frontend development, DevEx, DevOps, Security

WORK EXPERIENCE

- Utility Warehouse** – FTSE 250, multiservice energy, telecom, insurance, cashback card provider, ~1M customers **UK**
VP of Engineering - Customer **2022-Present**
- Scaled 2x remote-first Home Services & Customer Experience departments to 150 engineers: 3 HoEs, 12 EMs, 3 Staff in 6 countries
 - Increased 20% delivery of value with the highest team health scores across tech as seen in engineering surveys, eNPS, DORA metrics
 - Driven the tech strategy OKRs which enables customer growth by 2x in a quarter, while evolving from legacy system limitations
 - Increased ownership of 2K microservices and reduced incidents by 20% using org design, domain driven design and product input
 - Delivered new features in heavily regulated domains while managing CapEx/OpEx of £M+ budget and buy vs build decisions
- Tech: Golang, React.js, React Native, Kafka, MongoDB, Grafana, PostgreSQL, Terraform, Kubernetes, Github, event driven architecture, AWS*
- Infogrid** – IoT tech startup, raised \$15.5M series A, ~100K+ sensors **UK**
Head of Engineering **2020-2022**
- Scaled the team 10x in 6 months to meet hyper scale demand, lead team of teams of 80
 - Grew 7 first-time EMs and 1 SEM with the successful introduction of the career framework, OKRs and engineering principles
 - Optimized the delivery flow by reducing cognitive load & scaling the org to 2 remote-first departments: streams and platform teams
 - Scaled hiring across engineering by interview upskilling, clear R&R, documentation, and close partnership with the talent team
 - Developed technical vision which served as the north star to meet DORA metrics and scale the system to handle millions of sensors
- 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 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, Unicorn, 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, authorization 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 honors, 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 Specialization **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#, Python, PHP, .NET Framework & Core, Yii, Flask), **Frontend** (HTML, CSS, JavaScript, Bootstrap, Angular), **Database** (MS SQL Server, MongoDB, MySQL), **Other** (SOA, Microservices, REST API, SaaS, TDD, Git)

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

Other – Pro-bono **Consulting** (Mentor at the U.S. Fulbright 2018 career guidance, website development for Humanitas NGO), **Sports** (Tennis, Swimming, Snowboarding)