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ENGINEERING MANAGER · EXPERIENCE WITH LEADING BRANDS



talktalk

PrettyLittleThing
FASHION

MYPROTEIN

CULT
beauty

LOOKFANTASTIC

OBJECTIVE

With over 10 years of experience in software engineering and leadership roles, I have successfully driven technical and operational excellence while fostering high-performing teams. I have led tribes of 40+ engineers, with managers as direct reports, overseeing technical delivery and driving strategic re-platforming initiatives. I implemented engineering management frameworks that were later adopted at a group-wide scale.

Throughout my career, I have focused on improving teams through structured coaching, mentorship programs, and defining career progression pathways that foster individual growth. I have successfully led mission-critical projects, including a £20m strategic re-platforming initiative, collaborating closely with Engineering Managers to deliver strategic goals.

As a Senior Engineering Manager, I am passionate about guiding engineers, driving technical excellence, and delivering complex projects. My focus has always been on coaching and helping people grow while ensuring the team's work aligns with business objectives. I am excited to bring my leadership skills and strategic vision to a forward-thinking organization, contributing to both its technical and business success.

EDUCATION

Master of Computer Science, Stefan cel Mare University of Suceava 2014-2016
Bachelor of Computer Science, Stefan cel Mare University of Suceava 2008 - 2012

SKILLS

People Management	Mentoring & Coaching, Career Planning, Hiring, Performance Evaluations
Technical Leadership	Technical Roadmapping, Architectural Decision-Making, Tech-Debt & Management
Project Management	Risk Management, Release Management, Dependency Management, Resource Allocation

EXPERIENCE

Software Engineering Manager May 2025 - Present
THG INGENUITY Manchester, UK

Led two cross-functional mobile engineering squads delivering mobile e-commerce applications for global brands on the THG Ingenuity platform. Partnered with stakeholders from MyProtein, Cult Beauty and LOOKFANTASTIC to scale and improve their mobile apps, supporting high-traffic, revenue-generating products.

Key Responsibilities

People Leadership

- Led and coordinated distributed teams across multiple time zones, ensuring alignment, delivery consistency, and strong engineering culture.
- Established a structured people management framework, improving role clarity, ownership, and career progression visibility
- Balanced people, delivery, and technical leadership to drive team performance and business outcomes
- Conducted regular 1:1s, performance reviews, and coaching to support growth and address under-performance
- Shifted teams toward a product-focused, outcome-driven culture, owning problems rather than backlogs, moving from “build this” to “solve this”

Project Management

- Worked closely with stakeholders and brands (MyProtein, Cult Beauty, LOOKFANTASTIC) to define roadmap, prioritise features, and resolve product challenges
- Highly involved in project planning, including roadmap definition, estimations, technical improvements, and risk identification
- Improved delivery visibility through KPI reporting and structured tracking of engineering performance

Technical Leadership

- Although operating in a hands-off leadership role, I remained technically engaged by upskilling in React Native and contributing to key areas of the product
- Introduced AI-assisted development practices to reduce development friction, accelerate iteration, and support engineers in solving complex problems more efficiently
- Guided architectural decisions and technical direction for mobile applications, balancing scalability, performance, and maintainability
- Promoted best practices across testing, release processes, and code quality to improve overall engineering standards
- Ensured alignment between technical initiatives and business goals, advocating for sustainable, long-term solutions over short-term fixes
- Supported engineers in solving complex technical challenges, unblocking critical paths, and driving pragmatic decision-making
- Drove backend-driven abstraction of third-party integrations, minimizing direct SDK dependencies and enabling provider changes without app releases while maintaining a clean, scalable mobile architecture

Key Achievements

- Implemented an end-to-end testing framework, significantly reducing reliance on manual QA and improving release confidence
- Improved the release process by removing redundant legacy steps and automating multiple manual tasks. Combined with an end-to-end automated testing framework, this reduced release time from several days to approximately one hour
- Delivered Over-the-Air (OTA) update capability, enabling faster releases without app store approval delays
- Identified and resolved a major third-party billing issue, preventing ongoing financial loss
- Diagnosed and fixed critical campaign tracking issues, restoring accurate attribution and conversion tracking for brands
- Managed and improved team performance, effectively addressing underperformance and strengthening team output
- Built an engineering KPI reporting tool, increasing visibility into delivery metrics and team performance

Being the first Engineering Manager at PLT, I had the opportunity to define **key management functions**, such as **people management, competencies, and performance tracking frameworks** as well as shaping my own role. My role consisted in **managing several tribes of 40+ people** to deliver strategic business requirements.

Key Responsibilities

People Leadership

- Coached and developed teams across the **Digital (Frontend Web and Mobile), Product & Pricing (Backend)**, supporting **40+ engineers (6 managers as direct reports)**.
- Conducted regular 1:1 coaching, created **career progression plans**, and tailored mentoring for future leaders.
- Defined and implemented an **engineering management framework and tools for progression and tracking**, later adopted by **Boohoo Group PLC**.
- Improved **onboarding processes** with **mentoring programs** and enhanced **team morale**.
- Enhanced the **performance reviews** process by establishing **clear goals and a both-way feedback framework**.

Product Delivery

- Led delivery for **mission-critical projects**, including the **PLT mobile apps** (responsible for **60% of business revenue**), **prettylittlething.com** and **PLT Marketplace** (promoting **sustainability**).
- Drove **technical delivery** of **backend systems** such as **Product Information Management** and related **microservices**.
- Established **agile practices and dependency management processes**, increasing **team velocity and delivery visibility**.
- Delivered **strategic £20m re-platforming** for a **white-label solution**, balancing **quality, KPIs, and technical debt**.
- Supported **delivery practices**, enabling teams to operate with a **high degree of autonomy**.

Technical Leadership

- Partnered with **senior engineers** to drive **technical initiatives** and raise **engineering standards**, including **performance monitoring, error tracking, testing, and automation strategies**.
- Standardized **SDLC processes**, enhancing **incident management, alerting thresholds, and error tracking strategies**.
- Defined **KPIs** to measure **system performance and delivery outcomes**.
- Established **strategic technical roadmaps**, upskilling leads on articulating the **business value of technical initiatives**.

Diversity & Inclusion

- Partnered with an **international non-profit** to promote **gender diversity in technology**, supporting **education and mentorship initiatives**.
- Enhanced **hiring processes** to attract and retain **diverse talent**, fostering an **inclusive team culture**.

Key Achievements

- Delivered a **£20m white-label re-platforming project**, increasing **delivery efficiency and quality** while managing **technical debt**.
- Designed and implemented **end-to-end automation testing strategies**, reducing regressions in **customer-facing products**.
- Improved **delivery velocity** by streamlining **dependency management** and refining **agile practices across squads**.
- Enhanced **onboarding processes** through **mentoring programs**, improving **new-hire productivity and integration**.

- Implemented an **E2E engineering management framework and tools for progression and tracking**.

Software Engineering Manager

Moteefe

Jan 2022 - Jan 2023

Manchester, UK [REMOTE]

Built and led high-performing teams of software engineers and devOps to successfully deliver Moteefe's strategic re-platforming of the buyer experience e-commerce stores, including its underlying infrastructure.

Key Responsibilities

Hiring and Recruitment

- Hired and built a team of full stack developers to deliver Moteefe's strategic re-platforming.

Performance Management

- Fostered an open and transparent environment where performance-related discussions were encouraged
- Built a performance management framework to track performance, feedback, goals, objectives, and progress.
- Introduced a performance assessment KPI based mechanism to provide clear insights into individual strengths and areas for improvement.

System Design and Architecture

- Led and oversaw the E-Commerce system design and architecture, transitioning from a monolith to DDD (domain driven design) micro-services.
- Conducted in-depth analysis of in-house development vs. prebuilt solutions (off-the-shelf), weighing cost, time and quality to ensure alignment with the company's long-term goals.

Stakeholder Management

- Led meetings, managed expectations, and provided regular progress updates.
- Engaged with stakeholders to ensure their needs were met and feedback is incorporated.
- Utilised strong negotiation skills to balance opposing views and reach consensus.

Quality and Processes

- Established a robust system monitoring and performance framework with the right tools and processes to ensure optimal system health, including clear KPIs for uptime, responsiveness, and other critical metrics.
- Improved the SDLC process by streamlining development workflows, and ensuring a seamless transition from development to release while adhering to technical standards.
- Defined clear protocols for identifying, responding to, and documenting incidents to improve system reliability and incident management.

Key Achievements

- Delivered cost-saving initiatives by optimizing development processes and eliminating inefficiencies.
- Improved collaboration between engineers and product stakeholders, reducing bottlenecks in delivery.
- Developed career paths for team members, providing clear directions for progression and upskilling.

Senior Lead Software Engineer

TalkTalk

Sep 2019 - Jan 2022

Manchester, UK

Delivered strategic re-platforming of the TalkTalk New Sales Journey talktalk.co.uk, a monolithic PHP website to a scalable architecture by transitioning to C# microservices, leveraging Azure for cloud infrastructure, and Angular for frontend development ensuring improved performance, scalability, and maintainability.

- Contributed on choosing the right technologies and services that would fit our needs (.Net C#, Angular TypeScript, Docker, K8s, Helm, operating on cloud)
- Defined development strategies and guidelines for new teams (branching strategies, testing, release, monitoring, logging)
- Software Design such as Architectural Design (domain driven micro-services, public facing APIs, databases, caching)
- Environments based on Development and Business Requirements
- Ensuring resilience and transient-fault-handling (retries, circuit-breakers for downstream API calls)
- Mentored / Coached engineers and supported their growth
- Managing teams in multiple locations (offshore)

Platform Software Engineer at BBC

Sep 2018 - Sep 2019

BBC

Manchester, UK

- Designed and built Data Transformation Workflows that uses Clojure components and Kafka Topics to consume messages and publishes them to S3.
- Ensured quality with unit and integration tests and applying TDD
- Research on a list of CI tools for choosing the best fit for the team
- Work with project, product and technical leads to design software and create implementable specifications and tasks at feature and component level
- Part of my day-to-day tasks is to review and give constructive feedback on others code
- Utilised: JavaScript, TypeScript, Clojure, Docker, K8s, Kafka, Jira, Jenkins

Senior Software Engineer

Jul 2017 - Aug 2018

TheFlow

Sheffield, UK

- Improved existing code using SOLID design principles.
- The development of a framework to increase code re-usability.
- Developed web applications using Ruby, Ruby on Rails Framework and MySQL databases.
- Ensured quality with unit testing and minimum 80
- Utilised: Ruby, Ruby on Rails, JavaScript, Kafka, Docker, Jira, Bamboo

Freelancer

Mar 2011 - Aug 2015

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Suceava, RO

CERTIFICATIONS

- [Scrum Master Certification](#)