

Alexander Rehm

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About me:

Talented, driven Head of Technology with extensive experience of leading and delivering challenging multi-channel client/transformation projects to schedule, budget and quality. This includes having developed large-scale architecture/frameworks for online services, catering for 2.5m+ users concurrently.

Strong project and team management background, with a good technical understanding of current and emerging online technologies in the fintech, loyalty and game industries. Combining personal integrity, commercial awareness, communication skills, commitment and focus to promote excellent stakeholder relationships and shared team goals.

Personal attributes include influencing, motivating, team building, flexibility and providing scalable solutions with a “customer first” mindset. Experience of C-level operations with an ability to effectively manage senior stakeholders.

Core Competencies include:

Project management: programme and project management • product lifecycle management • digital platforms, cloud computing • software-as-a-service (SaaS) • middleware, integration software • intelligent enterprise, business intelligence/big data analysis • mobile app/mobile first development • agile, kanban and iterative development methodologies • onshore and offshore development management including resource assessment and the implementation of practices to maximise performance • system specification and integration • requirements analysis and definition • load and performance test analysis • scalable multi-system deployment automation and DevOps • vendor selection & management • contract negotiations • P&L cost control • multi-channel marketing and e-commerce strategies • user experience design • GDPR expert/consultant

Work:

Head of Technology at Grass Roots
December 2014 – present

(Grass Roots became part of Blackhawk Network Europe in August 2017. Blackhawk Network is a global provider of customer and employee engagement solutions specialising in communications, reward and recognition, incentives and loyalty)

As Head of Technology, I manage a team of analysts and developers to build, configure and operate innovative software solutions. I am one of the main liaisons between our internal and external customers, gathering and documenting requirements in order to conceptualise technology solutions. I use these to implement an internal tech strategy and manage its delivery to achieve real business benefits in accordance with the overall Grass Roots technology strategy.

- Responsible for the end-to-end delivery of a portfolio of strategic initiatives to improve customer engagement, conversion and retention.
- Managed an extensive stakeholder group covering company-wide and executive-level sponsors from retail, fintech, operations and IT, promoting common goals and a shared strategic vision across the entire organisation.
- Provided technical leadership to ensure successful project outcomes against client requirements and agreed business cases.
- Reduced overall footprint of physical hardware through virtualisation in our datacentres, and removed “silo” mentality through “Herd Gatherings” and cross-team architectural champions. Transformed development lifecycles through the introduction of Continuous Integration using Stash, Bamboo and Octopus on both Java and .Net platforms
- Managed agile and kanban development programmes, bringing together teams of cross-functional, distributed resources from Grass Roots, suppliers and specialist consultancies.
- Responsible for researching, creating and building compelling proposals to internal and external clients.
- Responsible for managing and carrying out business system analysis together with my team and peers to ensure that projects move smoothly into operation and work to agreed standards.
- Accountable for the management of third-party suppliers from selection, through procurement, to contractual adherence and SLA performance.
- KPIs focussed on the delivery of new business capabilities to budget and timescale, and customer data

and systems performance analysis (through tools such as Tableau, New Relic, Adobe Analytics and in-house developed performance monitoring applications).

- Carried out business analysis together with my teams and peers, and ensured that projects move smoothly into operation and operate to agreed standards
- Provided escalation path for all account teams and development teams (internal and third party) during developments or deployments, as well as after-sales support
- Developed scalable solutions for client platforms capable of handling 50,000 to 10 million customers across multiple channels (emails, SMS, IVRs, mobile app access)
- Responsible for Live Operations / Deployments across the entire infrastructure for Customer Engagement and Incentives services, including internal products (such as Cyclescheme, Employee Choice)
- Key clients included: Barclays, Santander, More Than, Whitbread PLC, O2, EE, VW

Development Director (Services Platform) at Jagex

October 2012 – November 2014 (*2 years 3 months*)

As Development Director I was responsible for managing our service platform department (consisting of 4 scrum teams) through the development of an in-house service-oriented architecture solution that not only drove our latest IP but was also a suite of tools for any game development studio to develop their games on, from account management to on-website and in-game purchases, game information, CRM solutions, billing support, forums and much more. This allowed us to build a stable and reusable set of technologies that enabled games development teams to focus on making amazing entertainment experiences while utilising common technologies and API endpoints rather than trying to recreate everything from scratch every time.

- Responsible for the successful end-to-end design, delivery and implementation of a scalable SaaS platform for all in-house and onboarded game and web development teams, replacing a decade-old framework with a new, modular, resilient solution.
- Programme-managed a set of strategic initiatives to promote teamwork, high (code) quality, streamlined deployments, UX improvements and collaboration among various teams and disciplines. Some of these improvements increased sign-ups by over 60% and player retention by over 20%.
- Working with board-level stakeholders, directed and managed an agile delivery team which brought together cross-functional resources and expertise.
- Together with the operations team and external vendors, supported the development of a DDoS mitigation strategy which saved the company tens of thousands of dollars each year.
- Responsible for creation of a world-wide CDN solution to support live operations / deployments across the website and game service, involving five data centres and 100+ nodes around the globe; effectively reduced service downtime from ~60 minutes to under ten minutes with minimal player loss.
- Managed and supported the implementation of the current MTX solution, making it scalable and less dependent on third-party developments by replacing the existing Kendo framework with AngularJS and replacing the underlying database with Liquibase.
- Designed and headed up creation of an in-house CMS for the Transformers Universe and RuneScape websites (75% of the website is now managed by the community and marketing team without involving any developers)
- Supported the setup of multiple Hadoop clusters for user base analysis, user sentiment analysis and gameplay/game telemetry investigation.
- Supported the provision of KPIs such as daily/monthly active users (DAU, MAU), average revenue per (paying) user (ARPU, ARPPU), ad impressions, in-game store item views/sales and game stress points to stakeholders and the board of directors
- Provided technical leadership to all direct teams and supported delivery timelines with hands-on development on Spring, HTML5, CSS3, Angular, Grunt and NodeJS.
- Implemented and managed an on-call support rota with a < 2h SLA

Head of Online Technologies at NVG

March 2009 – October 2012 (*3 years 8 months*)

My role was to manage the online, client-facing side of the business: this involved web projects for new and existing clients as well as being a hands-on information architect, designer, front-end developer and accessibility/usability expert. In my role I designed websites and e-marketing material, along with building websites from scratch when other resources were unavailable.

I also managed development teams and project leaders, and planned project delivery schedules with team leaders. During my employment I planned and lead the development of mobile websites, mobile apps, user-generated content modules, social media solutions, in-house CMS and CRM solutions (planning, wireframing & prototyping) and project concepts, along with delivery and after-sales support.

- Responsible for the successful end-to-end design, delivery and implementation of a suite of key strategic and tactical initiatives across web, app, kiosk and multi-channel solutions in support of NVG's business model and client requirements.
- Utilising the in-house DMS platform, project-managed and lead over 60 successful end-to-end deliveries for both core and new clients. Delivered complete website and app solutions from concept to go-live, including after-sales support and ongoing client and customer support.
- Responsible for driving client initiatives to make existing websites more commercially focused and/or financially independent.
- Developed and successfully managed a diverse stakeholder community across the entire organisation, promoting a shared vision, agreed objectives and common understanding.
- Supported the drafting and presentation of tender bids, either in person or via video link.
- Managed a number of internal initiatives to improve teamwork, mentoring and training on the in-house platforms.
- Worked closely with senior front and back-end developers to identify new technologies and better ways of working; wrote work instructions for live deployments.
- Responsible for introducing Scrum into the development process, allowing for more fluid, more efficient client delivery on a number of projects in my final year of working at NVG.
- Hands-on front-end (HTML4, CSS2/3 & jQuery) and back-end (.Net 3.5/4) developer; responsible for ongoing improvements and maintenance of the in-house CMS and customer/client APIs.
- Provided regular presentations across Europe (e.g. Travolution, IFITT & ENTER eTourism conferences), held regular Q&A webinars with our clients

Web Services Development Manager at Melon Design & Marketing,
August 2008 – February 2009 – *contract role (7 months)*

My main duties were to head up and manage the web design and development team by planning, implementing and managing web projects and helping to develop the in-house CMS and CRM solution in a PHP environment. I liaised with clients and the creative team to ensure web projects were delivered in a streamlined, effective manner. I was also in charge of building up and managing the development team as well as an SEO team, and utilised my own expertise in site mapping, information architecture and usability/accessibility analysis.

- Responsible for building up and managing the development team.
- Provided site mapping, information architecture and usability analysis services to clients and the business; advocated accessible standards.
- Managed successful integration work with college course information searches for some of our major clients.
- Responsible for the concept and implementation of a CMS solution for smaller websites based on a multi-tenanted PHP/MySQL platform.
- Worked closely with the MD to support a strong understanding of business processes.
- Responsible for planning digital strategies, blog and e-marketing campaigns.

Web Architect (Web Designer & Information Architect) at Netizen Digital Ltd
February 2007 – August 2008 (*1 year 7 months*)

Main duties involved working on the information architecture/UX of websites in a .Net environment. I designed full websites, microsites and online promotional material (newsletters, banners) as well as carrying out website usability and accessibility reviews.

- Responsible for wireframes, user testing, design and front-end development of websites in the travel, tourism and insurance sector.
- Fulfilled a number of design and Flash development roles for current clients and ad networks, including SEO/PPC landing pages.
- Developed an interactive Flash map system which could be tailored to any of our clients, using a range of possible feeds for location data/images.
- Responsible for the delivery of 20+ websites, supporting both front-end (HTML4, CSS2/3, JavaScript) and back-end (.Net 2.0/3.5) development.
- Heavily involved in client meetings and client consultation, working with sales and the Head of Design

- on upselling additional features or campaigns.
- Supported the drafting of several tender bids through designs, wireframes or video clips of specific functionality.

Head of Marketing at AC Supply Ltd

March 2006 – February 2007 (1 year)

Main duties were to work on all promotional material such as catalogue, flyers, web presence and communication with suppliers and partners, rebranding of current posters and vans and general store duties.

Design & Marketing Associate at University of Luton

September 2005 - February 2006

Main duties were to rebrand a company, do a SWOT and market analysis, meetings with key stakeholders and main customers, review current practises and collateral, work on new signage and layouts for new premises. I also tutored students at the university in Graphic Design and acted as a case study for them and held lectures about design practises with clients.

Freelance Graphic / Web Designer at WTS Technologies

March 2005 - February 2006

Main duties were to design websites for clients in HTML and Flash and produce business cards and poster concepts

Selected portfolio:

Grass Roots: www.barclayspremierrewards.co.uk | www.tescomobile.com | www.employeebenefitschoice.com
 Jagex: www.transformersuniverse.com | www.runescape.com | www.aceofspades.com
 NVG: www.golakes.co.uk | www.visitork.org | www.visitpeakdistrict.com | www.visitnorfolk.co.uk
 Melon: www.kubota.co.uk | www.somerset.ac.uk | www.risingstargames.com
 Netizen: www.bridgeandwickers.co.uk | www.awtm.co.uk | www.gulliverstravel.co.uk | www.qantas.com.au

** Please note: some portfolio websites may have changed over the past years since the original creation. If you would like to know more / see the original designs, please contact me*

Education:

University: University of Luton (2002-2005)
BA (hons) Graphic Design

Secondary school: Aventinus Gymnasium Burghausen (1993 -2001)
Final overall grade: 2.1 (1.0 highest – 6.0 lowest achievable grade)

Supporting Information:

Awards & achievements:

D&AD Student Awards 2005 nominee
 Student Award for Leadership from Student Volunteer England (2005)
 Student Volunteer at the Student Community Exchange (2004-2005)
 Designer of the student magazine for University of Luton (2003-2005), Tournament Officer at the Student Union

Other abilities: Very good team work and project management skills, time management, writing and correspondence in German and English, translation German-English and English-German, very good presentation and communication skills, blogging, design and layout, photography, problem solving, video and music editing, art directing, usability & accessibility testing and reviewing, online and offline marketing.

Hobbies:

Working on a PC or Mac (including software, games and hardware), cycling, basketball, skiing, drawing, cinema, volunteering, photography & image editing.