

## Alexander Rehm

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### *About me:*

Talented, driven Head of Technology with strong team and delivery management skills, who promotes continuous improvement and communications between business and technical teams. Nearly a decade experience in technology management roles. Developed large scale architecture / frameworks for online services, catering for up to 2.5m users concurrently for financial services, TelCo, automotive and games sectors.

Strong project (agile, scrum, waterfall) and team management (team sizes ranging from 15 – 60 designers, developers and testers) background, customer awareness and technical understanding of current and emerging online technologies, and being a driver in applying these innovations across all product design & delivery teams. Not hands-on back-end developer, but good understanding of Java / Spring, PHP and .Net applications through working closely with development teams and team leaders.

### *Core Competencies include:*

Project Management • Scrum Product Owner • Information Architecture and Database Design • DevOps and LiveOps experience • Usability Testing • Front-end Development (HTML5 / CSS3 / jQuery) • Content Strategy • Online and Social Media Marketing • Web Content Management • Image Editing (Photoshop) • Graphic Design & Typography • InfoSec • Software / Performance testing

### *Work:*

#### **Head of Technology at Grass Roots**

December 2014 – present

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

- Transformed development lifecycles through the introduction of Continuous Integration using Stash, Bamboo and Octopus on both Java and .Net platforms
- Researched, created and built compelling proposals and product development roadmaps to internal and external clients while proactively managing senior stakeholders
- Reduced overall footprint of physical hardware through virtualisation in our datacentres, and removed "silo" mentality through "Herd Gatherings" and cross-team architectural champions
- 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
- Designed database schemas and web services for a range of clients in the motoring or financial sector and managed close relationships with 3<sup>rd</sup> party vendors or partners
- 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 (Cyclescheme and Restaurant Choice)
- Advocate of Agile development and Scrum process, improved use of Jira and Confluence
- Key clients included: Barclays, Santander, Tesco Mobile, O2, EE, VW

#### **Development Director (Services Platform) at Jagex**

June 2013 – November 2014

I am responsible for managing our Service Platform department, consisting of 4 scrum teams and ~ 37 individuals, developing a scalable solution on Spring and Thymeleaf that not only drives Jagex' latest IP (Transformers Universe), but also its core game RuneScape, Ace of Spades and RuneScape Legends, and is a suite of tools for any game development studio to develop their games on, from account creation & management over to on-site and in-game purchases, CRM solutions, billing support, forums and much more. One of the roles I fulfil is the role of a Product Owner, I look at everything we develop from a business perspective, prioritizing backlogs and sprints based on stakeholder requirements (ranging from all game IPs to BI, Live Operations, Systems Administration to external partners).

- 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)

- Redesigned signup flow both on website and game, which increased signups by 60%
- Implemented 3<sup>rd</sup> party applications such as Google Tag Manager and Brite Verify to improve both the ability for account managers to implement tracking as well as the overall quality of acquisitions
- Responsible for Live Operations / Deployments across website and game service across 100+ Data-centres across the globe; Effectively reduced the service downtime from ~60 minutes to under 10 minutes with minimal player loss
- Headed up and implemented a review of our current MTX solution and made it scalable and more robust / less dependent on 3<sup>rd</sup> party developments by replacing Kendo with AngularJS and replacing the underlying database with Liquibase
- Successfully implemented a world-wide CDN solution for both website and game data centres
- Implemented and managed an on-call support rota with a < 2h SLA
- Advocate for Agile development and Scrum process, improved use of Jira and Confluence
- Provide KPIs such as DAU, MAU, ARPU and ARPPU to stakeholders and board of directors
- Provide code reviews and front-end developer assistance when needed

### **Web Development Lead (Transformers Universe) at Jagex**

October 2012 – June 2013

As Web Development Lead I am responsible for managing the team's workload over the current and following two quarters and am scheduling and planning time costings and / or resources with the Project Managers. I manage a team of 27 (and growing) dedicated front-end developers, Java developers and web application testers. I am a Scrum Master and am looking after the well-being and performance of the team as well as online scalability / performance of our websites and return on investment of our marketing campaigns.

- Responsible for creating and advocating best practices and development methods
- Hands-on front-end development of the Transformers Universe and RuneScape website
- Investigated 3<sup>rd</sup> party solutions and successfully integrated a proof-of-concept CMS into our website to manage website banners
- Headed up load tests and black-box testing across the website, which resulted in a lot of vulnerabilities within the website to be fixed (which in turn meant a successful pen test)

### **Head of Online Technologies at NVG**

March 2009 – October 2012 (2 years 11 months)

My role was to manage the online, client-facing side of the business web projects for new and existing clients as well as being a hands-on information architect, designer, front-end developer / web integrator and accessibility / usability expert. In my role I designed websites and e-marketing material as well as built websites from scratch on our in-house platform using HTML4, CSS2/3 and jQuery (both existing and if necessary self-written plugins) on a .Net 3.5 platform. I managed development teams and project leaders and plan project delivery schedules with team leaders and client stakeholders, promoted and introduced Agile into the work flows and developed both online and mobile services that at the time were the first in the UK for a travel destination.

- Designed and built over 80 websites on our in-house Destination Management System, one of which helped us win the 2012's Travolution Award and a Webby Award in the same year
- Planned, designed and implemented developments of User Generated Content modules (user recommendations on hotels or holiday trips within a destination) with Social Media integration
- Planned, designed, implemented and managed a range of mobile destination apps, featuring live data feeds, map integration, sharing integration as well as an offline-mode (example: Show Me Wales, which was featured on BBC Cymru Wales and ITV2)
- Designed and implemented a CMS solution for clients to manage up to 90% of their website without developer help. Wrote training documentation and provided regular webinars
- Designed and implemented an improved B2C CRM solution which enabled clients to build their own templates
- Designed and implemented upgrades to our Destination Management System (such as customer data searches, booking information displays, interactive maps and printable tourist guides)
- Provided assistance with digital and commercial marketing strategies externally for and with a number of clients and have converted many websites to be more commercially focussed and / or financially independent. This resulted in one of the smaller client websites making enough bookings on the website to enable them to pay for additional staff and office space without the need of securing funding from their council.
- 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*

My main duties were to head up, hire for and manage the web design & 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 are delivered in a streamlined, effective manner, on time and on budget.

- In charge of building up and managing the development team
- Provided site mapping, information architecture and usability & accessibility analysis services to clients and the business
- Successful integration work with college course information searches
- Concepted and implemented a CMS solution for smaller websites based on PHP / MySQL
- Strong understanding of business needs and requirements and helped plan digital strategies, blog and e-marketing campaigns.

### **Web Architect (Web Designer & Information Architect)** at Netizen Digital Ltd

(February 2007 – August 2008)

Main duties were to work on the information architecture for the navigation and flow of web sites and website (re-)design in a .Net 2.0 environment.

- Designed and built the front-end of a total of 37 websites and microsites on the in-house Destination Management System as well as SEO and PPC landing pages
- Designed online promotional material (newsletters, banners) for most of our clients
- Designed and implemented a custom-written / database driven flash-mapping solution
- Carried out website usability & accessibility reviews
- Heavily involved in client meetings, client consultation, requirements gathering and occasional project management

### **Head of Marketing** at AC Supply Ltd

(March 2006 – January 2007)

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](http://www.barclayspremierrewards.co.uk) | [www.tescomobile.com](http://www.tescomobile.com) | [www.employeebenefitschoice.com](http://www.employeebenefitschoice.com)  
Jagex: [www.transformersuniverse.com](http://www.transformersuniverse.com) | [www.runescape.com](http://www.runescape.com) | [www.aceofspades.com](http://www.aceofspades.com)  
NVG: [www.golakes.co.uk](http://www.golakes.co.uk) | [www.visitYork.org](http://www.visitYork.org) | [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com) | [www.visitnorfolk.co.uk](http://www.visitnorfolk.co.uk)  
Melon: [www.kubota.co.uk](http://www.kubota.co.uk) | [www.somerset.ac.uk](http://www.somerset.ac.uk) | [www.risingstargames.com](http://www.risingstargames.com)  
Netizen: [www.bridgeandwickers.co.uk](http://www.bridgeandwickers.co.uk) | [www.awtm.co.uk](http://www.awtm.co.uk) | [www.gulliverstravel.co.uk](http://www.gulliverstravel.co.uk) | [www.qantas.com.au](http://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.