Kemal Enver

Engineering Leader with 25 years of experience building products in multiple industries around the globe.

- Recognised for **building high-performing teams and products**, driving product and engineering innovation, and elevating technology within organisations.
- Demonstrates a **strong ability to shape team culture** while making decisions that align with the needs of business, technology, product, and design.

Key Accomplishments

- **Innovation Leader:** Recently launched Australia's first Apple Vision Pro Augmented Reality application for Domain. Made possible by a successful multi year technology strategy.
- **Cross-functional Collaboration:** Successfully secured long-term buy-in for transformational initiatives by working closely with senior leadership, including C-suite executives.
- **Technical Versatility:** Experienced across a range of technology stacks, including Mobile, AWS cloud, Full Stack Web, and multiple backend technologies.
- **Transformation Expert:** Led transformation programs while effectively scaling teams for greater resilience and efficiency.

Strategic Projects

- Led significant initiatives such as the procurement and implementation of personalised marketing solutions at Domain, and the onshoring of international business operations at BSkyB.
- Managed vendor relationships and procurement, integrating third-party solutions like white-label banking and finance capabilities at Qantas.
- Streamlined technology through consolidation and simplification, resulting in reduced maintenance, improved quality, cost savings, and improved delivery.

Additional Achievements

- Spearheaded the launch of dozens of products from concept to completion across multiple industries, both as an engineer and as a leader.
- Enhanced engineering practice by introducing health metrics, fostering accountability, and encouraging cross-disciplinary collaboration.
- Consistently led teams with **high engagement scores** and industry-leading retention rates.
- Regularly invited to speak and consult on technology uplifts and innovation.

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EDUCATION

Sheffield University - MEng Software Engineering 00-04

Sheffield University - PhD Study 04-07

CONFERENCES + MEDIA

New York Times: Article on digital conservation.

UTS: Guest Lecturer.

CoLab Panellist: Digital product innovation.

Application Strategy Summit: AI & Automation.

Sky Conference London: Mobile App Architecture.

Institute of Electrical Engineers speaker: Software and IP reuse.

AWARDS

iOS App of the Day - Domain 2024.

Smithsonian Museum SCRIBE Award for contributions to digital preservation - 2022.

Apple best weather app of the year award - Germany 2012.

Apple best news app of the year - Germany 2012.

Domain Group, Sydney — *Director of Engineering*

SEPTEMBER 2020 - PRESENT

Joined Domain during a critical period of transformation as the business shifted towards a mobile-driven marketplace. Led the mobile team's integration into cross-functional teams, and provided strategic and technical leadership to align mobile development with the company's broader goals.

- **Mobile Team Integration**: Successfully integrated mobile engineering into cross-functional teams, previously web-only, aligning development efforts across the organisation.
- **App Rebuild & Innovation**: Led a progressive rebuild of the Domain app in one year, incorporating innovative mobile technologies that improved the customer experience, while continuing to deliver business value. Achievements include:
  - **5x productivity increase**.
  - Adoption of a **new design system** and the ability to leverage new platform features.
  - Success led to broader buy-in for a major technical transformation across the group.
  - Adoption of new brand.
  - Measurable improved quality.
  - Code reuse across the business saving time and costs.
  - Launched Domain on **Apple Vision Pro** within 2 months, becoming one of the first apps in Australia and globally to go live for Vision Pro.
  - Won app of the day award from Apple, with custom editorial on the Vision Pro App Store.
- **Team Growth & Culture**: Introduced new hiring practices, growing the mobile team from 10-30 with a gender balance near 50/50. Introduced Principal Engineers, increased **average tenure to over 3 years**, surpassing the industry average of 16 months.
- **CI/CD Implementation**: Established CI/CD processes, enabling **automated weekly releases** without manual QA, setting the stage for scaling operations.
- **Strategic Projects**: Collaborated with the Head of Architecture and Deloitte on a multi-million dollar **martech initiative**, opening new communication channels.
- **Cost Savings**: Consolidated services, resulting in **millions in cost savings** and simplifying ongoing maintenance efforts.
- **Security, Analytics & Privacy**: Enhanced app and backend security, while consolidating analytics tools for consistency, improved privacy practice, and cost-effectiveness.
- **Technology Vision**: Led the conversation around Domain's technology radar and developed a **multi-year strategic plan** for technology direction, including the integration of business acquisitions.
- **Cross-functional Collaboration**: Worked with Thoughtworks and other leaders on a company-wide technology transformation for Domain Group.

Qantas, Sydney — *Principal Engineer*

JULY 2018 - SEPTEMBER 2020

Provided technical leadership to a team of 10 engineers, overseeing feature implementation, code health, and cross-team collaboration with product and design. Key responsibilities included mentoring junior developers and driving strategic initiatives across the group, such as **authentication, security,** and **partner integrations**. Recognized for consistently delivering high-quality solutions at speed and for proactively simplifying processes, aligning with a broader ethos of **consolidation and efficiency**.

- Increased Qantas Money app store rating from 1.8 to 4.7.
- Led the adoption of GQL for mobile apps.
- Introduced a culture of testing and automation to the team, including a reusable framework.
- Adopted CI/CD to enable better scaling of people and resources. This resulted in better quality for our customers, improved development visibility, and more regular releases.
- Development and integration of Qantas Platinum Credit Card.
- Restructured the technology stack to support platform features.
- Adopted Single Sign On in apps across Qantas Group.
- Successfully integrated Qantas Travel Money (after difficulties before I joined the team).
- Identified and remediated several security vulnerabilities resulting in a clean analysis from penetration testing and ISO 27001 certification.

Tabcorp, Sydney — *Principal Engineer*

JULY 2017 -JULY 2018

Led a cross-disciplinary team of 15 engineers in the complex wagering sector, addressing stringent financial and legal compliance requirements. Managed the modernisation of outdated legacy systems, overcoming the challenges of complex architectures and regulatory constraints. Spearheaded initiatives to enhance system performance and reliability while ensuring compliance with legal and regulatory standards.

- Increased application store rating from 2.4 to 4.6.
- Introduced test-driven development practices.
- Created a continuous integration system so we could ship betas regularly.
- Modernised the approach to building user interfaces..
- Removed a proprietary dependency manager in favour of something more idiomatic.
- Led simplification of the application architecture and overall quality improvements.
- Reduced security risks and business continuity risks by removing multiple third-party dependencies..

BSkyB, London — *Principal Engineer*

AUGUST 2015 - JUNE 2017

Sky, a leading UK media corporation with over 32,000 global employees, saw significant contributions from my tenure across flagship products like Sky Q, Sky Go, NOW TV, Sky News, and Sky Sports. I provided leadership and mentoring to teams of inexperienced developers, working with over 120 mobile engineers in multidisciplinary teams, and directly leading 25 engineers on large-scale, parallel projects.

- **Developed a Reusable Advertising Framework:** Created a framework utilised across all Sky's mobile and web applications, enhancing consistency and efficiency.
- **Modernised Codebases:** Combined the Sky Go and Sky Q codebases, reducing complexity and improving developer productivity.
- **Led International Integration:** Led a project to re-incorporate development back to the UK in preparation for Sky's sale to Comcast. Successfully integrated codebases for international releases, managing tight deadlines and shifting requirements.
- Successfully built process to automate releases and QA, with 6 production executables and 18 pre-production versions.

Other Employment, UK, Germany, Czech Republic, Netherlands

Novastone, London — *Principal Engineer*
Banking and Finance

JANUARY 2015 - AUGUST 2015

G+J | ProSieben | Mineus, Prague, Hamburg, Munich, Berlin, Amsterdam — *Principal Engineer*
Media and Publishing

JANUARY 2011 - JANUARY 2015

Sony, London — *Senior Engineer*
Web Technology

JANUARY 2010 - JANUARY 2011

Netcopy, Sheffield, UK — *Founder*
Media and Publishing

JANUARY 2006 - JANUARY 2009

Zoo Digital Group, Sheffield, UK — *Associate Engineer*
Computer Games & Consoles

JANUARY 2002 - JANUARY 2006

PROJECTS

Planetary, iOS App— *Collaboration with Cooper Hewitt Smithsonian Museum NY*

Planetary is a 3D music visualisation application for iPad which was the first digital acquisition for the Smithsonian Museum. I restored this application in the spirit of open source collaboration. My work has since been recognised in multiple media outlets including the NY Times, a design book at the museum, and on the app store. The museum bestowed an award on me for the restoration, and invited me to NY to redisplay the working application. This was a rewarding project because it combined my hobby of 3D graphics rendering, allowed me to be creative, and used my expert knowledge of apps. The project opened a lot of doors for me and has been the catalyst for multiple friendships.

REFEREES & REFERENCES

Available on request.