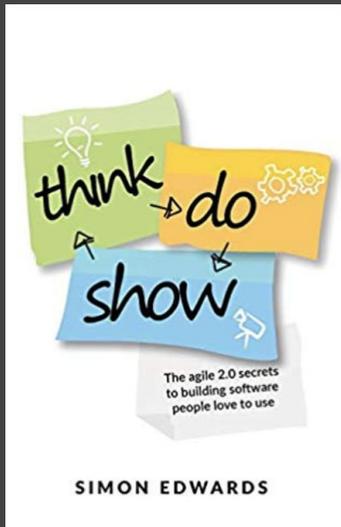




...“the change Rorie brought when coming in as an Interim was truly amazing and we started to feel like we were firing on all cylinders”...

*Pages 567-568*



...“Rorie was relentless in his intention to make Hailo a centre of Engineering excellence. Rorie not only wanted to build the best software organisation possible, he also wanted all of Hailo to work closely together...Rorie is the kind of boss you really want to work for, demanding results but always in your corner.”

*Pages 87-88*



## Rorie Devine

Interim Tech Leader & Growth Hacker

Rorie has worked internationally and has held technology leadership positions at companies including Moneyfarm, interim.team, Ladbrokes Coral Group, John Lewis Partnership, Camelot, Hailo, Betfair, BuzzMyVideos, Yell, Full Tilt Poker, Perform Group and broadbandchoices. He understands that leadership is about change, being a leader of leaders, and relishing the opportunity to scale businesses and teams, increase revenue, evolve business models, remove structural constraints and/or improve efficiency. Very much with a hands-on approach, Rorie derives accomplishment from maximising the impact from talent by creating great platforms and frameworks as well as helping to foster brilliant cultures...

### TRANSFORMATION

Set up or scaled a number of new operations in the US, Europe and Asia  
Let cultural and structural transformations focusing on Simplicity, Agility and Accountability...  
Implemented Agile Development maturing into Mission and Growth Team approaches...  
Scaled a team from 35 to 350 reports  
Restructured and re-platformed companies facing major technology and/or financial constraints...

### DELIVERY

In Betfair, Hailo and Moneyfarm led technology teams for three of the highest-funded and fastest growing European technology companies ever...  
Implemented consumer services on leading edge technologies...

### RELATIONSHIPS

Membership of M&A teams, investment due diligence and pitch teams, executive committees, and board membership for group and external companies. Introduction of potential investors...

## SELECTED INTERIM ENGAGEMENTS (MORE AVAILABLE)



“Rorie is a killer CTO. He is that rare combination of big, long-term thinker and practical tactician. I've personally seen him lay out and execute on a transformative vision piece and yet stay nimble and responsive to changing circumstances.”

Carl Mesner Lyons

*CMO at lastminute.com, Toptable, Hailo*



“Rorie is a visionary, with the ability to set and direct strategy whilst putting in place the processes and approach necessary to test and learn at a tactical level. His focus is always on benefit delivery, quickly, something any commercially biased leader will welcome. Rorie exemplifies technology led change more than any other CTO I have met.”

Jason Smith

*UK Marketing Director Yell*

**Moneyfarm** Set and executed a dual-track technology strategy to pay back technical debt whilst implementing cutting edge approaches like Growth Teams. Restructured, grew, and led a cultural change within the Technology Team. Evangelised and sponsored the creation of a public facing API. Mentored and coached internal candidates to successful promotion...

**Winners Group** People/Process/Technology review/audit/recommendations...

**thepools.com** CTO mentoring...

**Ladbrokes Coral Group** - Created the Sports Site Reliability Engineering team. Improved Coral mobile availability, decreased Coral and Ladbrokes visually complete first view and repeated view download times. Improved reliability and speed of the market and prices Trading Feed...

**CIO Watercooler** - Expert contributor...

**XL Catlin** - Conceived, created and delivered a new digital architecture. Created and communicated a suggested implementation plan for board approval...

**John Lewis Partnership** - Led the Technology team for John Lewis Partnership Ventures that launched three new digital products/services for Waitrose and John Lewis in six months...

**Camelot** - led the Technology team. Created, communicated and started the execution of a transformative IT strategy. Identified and handed over to a long term replacement...

**Gamesys** - Strategic advisor and mentor to the new in-post CTO...

**BuzzMyVideos** - Took control of the web site, hired a development team, launched new products and services, found, hired and handed over to a permanent CTO before leaving. The company has subsequently tripled in size...

**Hailo now mytaxi** app - Turned around an underperforming development team, re-platformed to a global scalable micro-services based platform...

**Blow Ltd** app Launched on demand apps, managed Indian off-shore team..growth hacked the SEO traffic...

**BIZZBY** app - Helped scale the dev team and deliver on demand booking, national and international expansion...

**broadbandchoices.co.uk** - sorted out the development team structure and operating model. Found and handed over to a permanent CTO...



“Rorie is a hands on, business results focussed CTO. He presents technology purely in the context of solutions and has an infectious impatience for getting things done. Was a joy working together.”

Howard Rubenstein  
Partner Asserson Law



“When Rorie arrived at Yell it was like a breath of fresh air...right from the outset I could tell that this guy was going to bring change and make a difference. He opened his door to the whole department, listened to what people had to say and then took decisive action to start delivering business impact. Rorie provides clear direction, empowers his team and leads by example. He's not just a manager, he is a leader and an excellent one at that.”

Mark Parsonage  
CTO Freeman Clarke

## SELECTED FTE ROLES (MORE AVAILABLE)

**CTO Betfair** - Led the Tech team for nearly five years. Turned around an underperforming Tech Ops team. Replatformed twice as the business trebled in size. Launched new operations in Malta, Romania, Italy and Tasmania. Helped transform the business from niche Betting Exchange to full portfolio Gaming company by launching six new products. Won “Best place to work in IT” twice...

**CIO Full Tilt Poker** - Led the technology team for the Dublin based world’s second biggest online poker site. Conceived, designed and mapped out-the launch of a new sports book...

**UK CTO Yell** - Took £20 million per annum of cost out of the team. Launched Labs Team and new products/services that form the basis of the company’s new digital business model...

## SELECTED COMMERCIAL TECHNOLOGY DEPLOYMENTS

UX: iOS/Android natives apps, HTML 5/JavaScript/React/WordPress  
Data Transfer: Protocol Buffers, JSON  
Platform: Scala, Java, Node.js, go/golang, PHP, Python  
Queues: RabbitMQ, Kafka, nsq  
Storage: MySQL, Oracle, PostGreSQL, MongoDB, RDS, Cassandra  
Cloud: AWS, Google Cloud Platform, Azure

## SELECTED ARTICLES (MORE AVAILABLE)

<https://www.linkedin.com/pulse/how-nail-20-project-rorie-devine/>  
<https://www.linkedin.com/pulse/what-british-nhs-can-teach-rest-us-rorie-devine/>  
<https://www.linkedin.com/pulse/how-make-apiplatform-faster-easier-manage-cheaper-run-rorie-devine/>  
<https://www.linkedin.com/pulse/how-successful-interim-consultant-rorie-devine/>  
<https://www.linkedin.com/pulse/selecting-new-technologies-rorie-devine/>

## EDUCATION & RECOGNITION

BEng (Hons) Computer Systems and Electronics King’s College London  
A Levels – Maths, Further Maths and Physics  
Computing magazine “IT Leader of the Year”  
The cover of CIO magazine (twice)  
CIO 100 (twice)