

Dominic Townsend

+64 21 365 077 Christchurch, NZ dominic@pragilist.com <https://pragilist.com> www.linkedin.com/in/dominic-townsend/

| DIRECTOR OF ENGINEERING

Strategic Thinker | Experienced Senior Leader | Programme Management

A highly experienced senior leader with expertise developed across a wide range of hi-tech industries. Motivated about continuous learning, with a career focused on guiding engineering teams through transformative journeys to build maturity and implement best practices. Known as a Pragilist—a combination of **PR**agmatic, **AG**ile, and **Lean(ist)**—with specialisation in building, leading, and motivating engineering teams. Expertise lies in the practical application of agile, lean, design thinking and fostering a continuous improvement mindset.

| KEY SKILLS

Development

- Full SDLC, architecture, design, delivery, support
- CI/CD, DevOps, IT Services, Test Automation, Delivery, Optimisation

Continuous Improvement

- Process creation and optimisation
- Team and Organisational Change Management

Leadership

- Multi-disciplinary cross-functional teams
- Mentoring, coaching, team building Engineers to Senior Managers

Methodologies

- Agile, Lean, Lean Startup, Design Thinking, 5-Whys, TIMWOODS
- Hoshin Kanri, Scrum, Kanban, Rapid Proto-typing, Waterfall

Product Management

- Business Analysis, requirements gathering, journey mapping
- Development from ideation to market

Programme Management

- Portfolio and backlog management and refinement
- Simple to Complex Projects and Programme Ownership

Communication & Collaboration

- Executive reporting and pitching, Stakeholder communication
- Cross-team and organisation wide communication, Client Interface

Strategic Leadership

- OKRs, KPIs Roadmap Ownership, budgeting and planning
- Vision alignment and long term goal setting

Software | Hardware | Firmware

- Extensive programming experience
- C, C++, Python, PHP, HTML, CSS, Powershell, Bash, Git

Technology Management

- SaaS, AWS .NET, Android and iOS App Development
- Embedded Electronics, HV and LV, Microservice & Monolith

| WORK EXPERIENCE

Associate Director - Software Development

2023 – 2025

Verizon Connect (NZ)

- Managed a business unit of 50+ multidisciplinary engineers creating multiple Telematics SaaS products built in AWS. NET and with iOS and Android mobile applications for Compliance.
- Led the coordination and successful completion of large-scale complex development efforts, utilising Kanban, Lean principles, and Hoshin measures to streamline operations reducing delivery time from months to weeks.
- Provided strategic direction, fostering team growth, and ensuring alignment with organisational goals that resulted in over 80% reduction of customer backlog issues.

- Drove continuous improvement efforts, optimising Lean and Agile approaches, reducing inefficiencies, and enhancing product delivery timelines, improving DORA metrics by as much as 50% in some areas.
- Spearheaded coaching and mentoring programs for senior managers, squad leads, and individual contributors, promoting skill development and leadership growth across the engineering team.
- Played a key role in driving architectural design decisions to ensure scalable and high-performance solutions for the compliance offerings that would maintain certification and increase customer satisfaction.
- Increased the product NPS score from negative to over 35 in 18 months, surpassing competitors and significantly improving customer satisfaction.

Software Practice Lead

2021 – 2023

Voyager Internet (NZ)

- Led a team of 14 engineers across four agile tribes building web services for the provisioning of broadband and communications in New Zealand
- Built up a remote team of engineers in the Philippines.
- Directed software and testing departments, implementing strategic initiatives to improve technical processes and foster high-quality software delivery.
- Developed a career development program and framework to facilitate the professional growth of engineers and testers.
- Instituted a continuous improvement framework to address technical debt and improve long-term software sustainability.
- Guided the adoption and scaling of agile methodologies, enhancing operational efficiency and team collaboration resulting in increased velocity.
- Fostered a collaborative environment through coaching, mentorship, and leadership of engineering teams to ensure alignment with business goals.

Delivery Lead | CSI Manager and Principal Continual Service Improvement Manager

2018 – 2021

CCL & Leaven (NZ)

- Led Agile delivery for customer engagements, leading to the successful execution of cloud transformation projects and managed service delivery.
- Coached executives on both strategic and operational delivery, introducing Kanban to help reduce loss of focus and increase effort on strategic initiatives by more than 50%.
- Established and managed the Principal Continual Service Improvement (CSI) function within the Strategy Business Unit in order to focus efforts on the best ROI.
- Successfully launched the CSI business function leading cross-functional teams to improve service quality and consistency.
- Facilitated Lean and Agile adoption within various departments to drive efficiency and improve project outcomes.
- Collaborated in the merger between CCL and Revera, providing expertise in systems, tools, and service integration resulting in a single list of tools.
- Designed and implemented a risk register, enhancing the organisation's ability to proactively identify and mitigate operational risks.

Director of Engineering

2017 – 2018

ARANZ Medical Ltd. (NZ)

- Directed and mentored a department of 26 engineers across software, hardware/firmware, research, and testing services, driving cross-disciplinary collaboration.
- Successfully delivered a new product to market within 2 months, overcoming previous development delays whilst successfully navigating the medical product development stage-gate process ensuring ISO compliance.
- Led annual strategic and operational planning, aligning engineering goals with organisational objectives.
- Oversaw budget and financial planning, ensuring resource allocation was efficient.
- Led improvements in Agile implementation, enhancing team productivity and delivery timelines from months to weeks.
- Managed several change management processes resulting in a 25% reduction in staff due to financial constraints.

Controls Team Leader

2014 – 2017

Cavotec Moormaster (NZ)

- Led and mentored a team of 12 control and electrical engineers working on high voltage industrial control and automation products for mooring ships.
- Implemented Agile and Lean methodologies, streamlining project management processes and fostering a culture of continuous improvement removing inconsistencies and 100's of hours of rework on site.
- Drove the development of new systems, including version control for PLC code and the creation of a High-Performance Machine Interface to improve safety as well as customer usability.
- Managed global commissioning efforts, providing on-site support at factories and installations worldwide to ensure smooth project delivery and customer facing support.
- Coordinated cross-functional collaboration between electrical, automation, and control teams to align with company objectives dramatically reducing 10's of hours of rework in the design phase.

Senior Manager - Radio Firmware

2011 - 2014

Samsung SCSC (UK)

- Led 20 Engineers in the UK, Denmark, India and New Zealand.
- Reduced the provision on prototype working silicon RF Radios to applications teams from 6 months to 2 weeks.

Principal Engineer - Software and Hardware

2011 - 2014

WhisperTech Ltd (NZ)

- Led 8 Electronics, Software and Firmware Engineers, implementing Agile to mature the team
- Built a fully automated test suite in Python that cut firmware testing from 1 month by 1 engineer to 1 hour with no engineer.

Software Department Manager | Product Development Manager | Senior Software Engineer

2006 - 2008

Allied Telesis Labs (NZ)

- Led 65+ Engineers across 6 teams building firmware for IP Networking Devices.
- As a Product Development Manager managed to deliver 2 flailing product developments to market on time and to budget.

Research & Development Engineer

1996 - 2001

Lincoln Ventures Ltd (NZ)

- Business Development, Project Management and Client Management and Customer Facing
- Designed and built electronics and microcontroller products for Agricultural, Academic Research and the Hi-Tech Industry.

| EDUCATION

MEng Master of Electronic Engineering

2000

University of Hull, UK

BEng (Hons) Bachelor of Electronic Engineering

1994

University of Hull, UK

DipEng Postgraduate Diploma in Agricultural and Environmental Electronic Engineering

1994

University of Hull, UK

| INDUSTRY FAMILIARITY

- Healthcare
- Industrial Automation and Control
- Silicon RF, Bluetooth & WiFi
- Networking
- IT Services
- SaaS, Telematics
- Environmental and Agricultural
- Academic Research