

# Dominic Townsend

| MEng | BEng(Hons) University of Hull, UK



**Pragilism**  
Practical Agile & Lean



## | SUMMARY

I am a highly experienced results-driven strategic senior leader with expertise in Lean, Agile and technical product delivery developed across a wide range of hi-tech industries. Passionate about continuous learning, my career has focused on guiding engineering leaders and teams through transformative journeys to build maturity and implement ever changing best practices. I describe myself as a Pragilist—a combination of **PR**agmatic, **AG**ile, and **Lean**(ist)—with skills in building, leading, and motivating technical teams, specialising in the **Product Operating Model**.

## | EXPERTISE

### Key Areas

#### Technical Proficiency

- Full SDLC from requirements to delivery and ongoing maintenance
- Understanding and Knowledge of Architecture, Frameworks, and Languages
- Problem solving and troubleshooting

#### Leadership & Team Management

- Talent identification and team building
- Conflict resolution, motivation and inspiration

#### Programme & Project Management

- Deep understanding of Agile, Lean, PMP, PMO
- Time | Resource | Budget | Risk Management

#### Communication

- Stakeholder Management
- Customer interface and technical translation

#### Strategic Thinking

- Vision creation and alignment with organisation's goals
- Data driven decision making and prioritisation

#### Business Acumen

- Understanding business goals and aligned development
- Budgeting and cost management and ROI awareness

#### Adaptability & Continuous Learning

- Change Management, process and leading
- Learning mindset, maintaining awareness of best practices

#### Emotional Intelligence (EQ)

- Empathy and Self-awareness
- Relationship building through trust and rapport

#### Cross-Functional Collaboration

- Working with Stakeholders, Executives and cross functional departments
- Customer-Centric approach to match delivery with customer needs

#### Coaching & Mentoring

- Junior → Senior Engineers
- Team Leaders, Senior Managers, and Executives

#### Product Operating Model

- Transforming and Coaching teams in the Inspired/Empowered ways of working

## | CAPABILITIES

### Acting or Permanent Leadership

- DoE/CTO/CIO/COO
- Building technology teams from scratch
- Maturing established teams & process
- Mentoring and coaching engineers and leaders
- Managing team and organisational change

### Building Maturity

- Auditing teams delivery methods
- Mapping Capabilities vs Industry Best Practice
- Creating frameworks and tools to build maturity, e.g. Kanban | Hoshin | OKR's | DORA | Scrum
- Creating Career Development Frameworks

### Continuous Improvement

- Identifying, resolving, and advancing departments and organisational performance
- Adopting Agile, Lean startup, and continuous improvement (CI) methodologies and leading transformation and change management

### Agile-Lean Coaching

- Deep understanding of agile, lean and design thinking methodologies
- Successfully introducing | fixing failed implementations.

### Programme | Project Management

- Exceptional organisational and planning skills
- Working within stage-gate, waterfall, lean, agile, ISO accredited and medical environments
- Working across multiple complex deliveries

### BA | Product Ownership

- Analysing and documenting user stories, customer requirements and UX
- Product planning, backlog formulation, grooming, customer journey mapping

### Broad Industry Familiarity

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

### Software | Firmware | Hardware

- 25+ years experience managing teams providing SaaS, Embedded, IT Services, Industrial Control, Websites, Medical, Wireless, Networking

## | CONTACT DETAILS



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## | WORK EXPERIENCE

### Phocas Software (NZ)

SaaS FP&A for AI-enabled insights, planning and reporting  
[-]

### Software Engineering Manager

[2025 - ]

- Managed 3 Product Teams operating the Inspired model and AI focused, encouraging start-up focused fast delivery.
- Built strong, resilient relationships with Product Managers to ensure high performing product development teams
- Encouraged higher levels of individual performance through coaching, asking probing questions and challenging the status quo - for Graduates, to Principal engineers
- Lead AI Team building ai tools for customers, including training small LLMs
- Encouraged adoption of ai tooling for team efficiency (inc. streamlining admin for myself)

### Verizon Connect (NZ)

SaaS Fleet Management Compliance for Enterprise & SMB US, Canada, APAC  
[Office Closed]

### Associate Director - Software Development

[2023 - 2025]

- Managed the Compliance business unit of 50+ multidisciplinary engineers in NZ, US and India, creating multiple Telematics SaaS products built in AWS. NET with iOS and Android apps.
- Played a key role in driving architectural design decisions to ensure scalable and high-performance solutions for the compliance offerings to maintain certification.
- Increased the product's NPS from <0 to over 35 in 18 months, surpassing competitors and hugely improving customer satisfaction, whilst under significant financial constraint.

### Voyager Internet (NZ)

VOIP & Internet Services Business  
[Opportunity]

### Software Practice Lead

[2021 - 2023]

- Built and led a team of 14 software and test engineers across four agile squads building web services for the provisioning of broadband and communications in New Zealand & Philippines.
- Matured the software function using Career Development Framework and agile adoption.

### CCL & Leaven (NZ)

IT Services  
[Opportunity]

### Delivery Lead | Agile-Lean Coach | CSI Manager

[2018 - 2021]

- Established and managed the Principal Continual Service Improvement (CSI) function within the Strategy Business Unit in order to focus efforts on the best ROI.
- Led Agile delivery for customer engagement, leading to the successful execution

### ARANZ Medical Ltd (NZ)

Medical Imaging Products  
Wound Care  
[Redundancy]

### Director of Engineering

[2017 - 2018]

- Directed and mentored a department of 26 engineers across software, hardware/firmware, research and testing, driving cross-disciplinary collaboration.
- Successfully delivered a new product to market within 2 months, overcoming previous development delays whilst efficiently navigating the medical product development stage-gate.

### Cavotec Moormaster (NZ)

Automation, Electrical and Control  
[Opportunity]

### Controls Team Leader

[2014 - 2017]

- 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 to remove inconsistencies and 100's of hours of rework on site which drove development of a new high performing HMI design (H/W & S/W).

### Samsung SCSC (UK)

BT and WiFi Silicon Chips  
[Returning to NZ]

### Senior Manager - Radio Firmware

[2011 - 2014]

- Led 20 Firmware, Software and Test Engineers in the UK, Denmark, India and New Zealand.
- Reduced the prototype cycle time for Radios from 6 months to 2 weeks, \$100ks cost saving

### WhisperTech Ltd (NZ)

[Office Closed - Earthquakes]

### Principal Engineer

[2008 - 2011]

- Led 8 Electronics, Software and Firmware Engineers, implementing Agile to mature the team.

### Allied Telesis Labs (NZ)

L2-L3 Networking Hardware Products with Embedded Firmware  
[Opportunity]

### Software Department Manager | Product Development Manager | Senior Engineer

[2001 - 2008]

- Led 65+ Embedded Firmware Engineers across 6 teams building IP Networking Devices.
- As a **Product Development Manager** managed to deliver 2 flailing product developments to market on time and to budget through pioneering adoption of agile development.

### Lincoln Ventures Ltd (NZ)

Agriculture & Industry R&D Contracts

### Research and Development Engineer

[1996 - 2001]

- Business Development, Project Management, Client Management and customer facing.