

Dominic Townsend

Consultant | Coach | Mentor | Pragilist

A Highly Experienced Results-Driven, Strategic Leader in Software Development
With Expertise in Lean, Agile and Technical Product Delivery



Pragilism
Practical Agile & Lean



| INTRODUCTION

A highly experienced senior leader with expertise developed across a wide range of hi-tech industries. Passionate 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 technical teams. Expertise lies in the practical application of agile, lean, design thinking and fostering a continuous improvement mindset.

| EXPERTISE

Key Areas

Technical Proficiency

- Full SDLC - requirements to delivery and maintenance
- Understanding & Knowledge of Architecture | Frameworks | Languages
- Problem solving & Troubleshooting

Leadership & Team Management

- Talent identification & team building
- Conflict resolution
- Motivation & Inspiration

Programme & Project Management

- Agile | Lean | PMP deep understanding
- Time | Resource | Budget | Risk Management

Communication

- Stakeholder Management
- Customer interface & technical translation

Strategic Thinking

- Vision creation & alignment with Organisation's goals
- Data driven decision making and prioritisation
- Innovation environment creation

Business Acumen

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

Adaptability & Continuous Learning

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

Emotional Intelligence (EQ)

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

Cross-Functional Collaboration

- Working with Stakeholders
- Working with other departments
- Customer-Centric approach to match delivery with need

Coaching & Mentoring

- Junior → Senior Engineers
- Team Leaders, Senior Managers, & Execs

| CAPABILITIES

Acting or Permanent Leadership

- Interim CTO/CIO/COO
- Build Technical Teams from scratch
- Mature existing Teams & Process
- Mentor and Coach Engineers and Leaders

Continuous Improvement

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

Maturity Assessment

- Audit teams delivery methods
- Map Capabilities vs Industry Best Practice
- Provide recommendations for improvement

Maturity Improvement

- Creation of framework & tools to build maturity, e.g. Kanban | Hoshin | OKR's | DORA | Scrum
- Creation of Career Development Framework
- Team Change Management

Software | Firmware | Hardware

- 25+ years experience managing teams in numerous industries; SaaS, Embedded, IT Services, in Silicon, Industrial Control (PLC), Websites, Medical, Wireless, Networking

Agile-Lean Coaching

- Deep understanding of agile, lean and design thinking
- Successfully introduce / fix failed implementations.

Programme | Project Management

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

Business Analysis | PO

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

| CONTACT DETAILS



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EXPERIENCE

Associate Director - Software Development - Head of Compliance Company, Hardware | Software | Test
(50 direct/indirect reports - NZ, US, India)

Verizon Connect (NZ)
SaaS Fleet Management Compliance

Software Practice Lead - Software and Test Engineers, Web Applications
(14 direct/indirect reports - NZ & Philippines)

Voyager Internet (NZ)
VOIP & Internet Services

Delivery Lead | Agile-Lean Coach | CSI Manager
(2 direct reports - NZ)

CCL & Leaven Cloud Services (NZ)
Internal & External Customers

Director of Engineering - Hardware, Firmware, SaaS Software & Advanced Development
(26 direct/indirect reports - NZ)

ARANZ Medical Ltd (NZ)]
Medical Imaging Products

Controls Team Leader - Electrical and Controls Engineers, PLC | Control Theory | UI | High voltage
(8 direct reports - NZ)

Cavotec Moormaster (NZ)
Automation, Electrical and Control

Senior Manager - Radio Firmware - Firmware and Test Engineer, RF Systems, Silicon Design
(20 direct/indirect reports - UK, Denmark, India)

Samsung SCSC (UK)
BT and WiFi Silicon Chips

Principal Engineer - Software and Electronics Engineers
(8 direct reports - NZ)

WhisperTech Ltd (NZ)
Green Technology Product

Software Department Manager - Software | Embedded Engineers
(65 direct/indirect reports - NZ)

Allied Telesis Labs (NZ)
L2-L3 Networking Hardware Products

Previous Roles: Product Development Manager | Software Team Manager | Senior Engineer

Research & Development Engineer
(No directs - working as part of small team)

Lincoln Ventures Ltd (NZ)
Agriculture & Industry R&D Contracts

EXAMPLE TRANSFORMATION APPROACH

