Mike Massari

TECHNICAL DIRECTOR

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profile

A results-driven technical director with demonstrated success in the architecture, development and deployment of large-scale enterprise applications across multiple industries. An adaptable leader with an ability to work independently as well as part of a team, comunicate efficiently with stakeholders, identify and inspire new talents and help them achieve their personal goals and align them with the goals of the business.

work experience

2016-Present: **Technical Director / CTO** // *Matter Technology - London, UK*
Technical director with heavy involvement in the full project life cycle.
In charge of multi-million pounds digital transformation and digital innovation projects for globally recognised clients.

Operational responsibilities

- Digital consulting for projects between £120'000 and £2'000'000
- Provide strategic direction in the design, development and deployment of multiple web, desktop and mobile applications for fortune 500 companies
- Estimate timings, set budgets and shaping the delivery timeline with clients
- Lead and motivate a high-performing, multi-disciplinary team
- Identify risks and opportunities, discuss solutions and innovations with internal and external stakeholders
- Hire, mentor and coach new talents
- Identify measurable objectives
- Drive innovation and implement changes for the business and its clients
- Deliver measurable results, following Agile methodology and values
- Liaise with internal and external stakeholders
- Maintain vendor relationships
- Define digital transformation roadmaps & digital innovation methodologies, cover a key role in sales, solution & delivery for the business and its clients
- Maintain client relationships
- Monitor actual expenditure figures against project budgets
- Review results and drive conclusions to improve the team's output

Technical experience

- GraphQL API creation with Node.js
- Mobile and web application creation with Node.js, Vue.js, Ionic, Cordova
- Large scale DevOps on Google Cloud, Microsoft Azure, AWS
- Continuous integration with Jenkins, Travis CI and CircleCI.
- Big data and NoSQL databases management
- Containerization with Docker, Dokku, Kubernetes / Docker swarm
- TDD and BDD for both front-end and back-end
- Data storage and distribution using blockchain technology

Key clients

PwC UK // PwC ME // Johnson & Johnson // Samsung // Sephora // BazaarVoice // Aveeno // Philips

2015-2016: **Technical Director / Project, Product Manager** // *Freelance, Contractor - London, UK*
Freelance Technical Director, project and product manager. Team leader and in-house mentor.

Key clients

RedBull // Tetra // Prince's Trust // Supper // Joanne Stoker // Vizeum // Danone // Lumo // St John Ambulance // Disney // NH Hotels // Pirelli

2014-2015: **Technical Director / CTO** // *Sparkloop - London, UK*

Technical Director in a leading design agency with exposure to the full project life cycle for a wide variety of national and international reaching ICT projects. Head of front-end and back-end development teams. Mentor of young talents. In charge of maintaining relationships with clients.

Operational responsibilities

- Team size: 15
- Team skills: Front-end, Back-end, iOS, Android
- Project sizes: £300'000 - £7'000'000
- Agile Project Management using Scrum and Kanban
- Mentor the team and teach best practices and new solutions
- Keep accurate administrative records of expenditure and costing
- Liaise with outside IT consultants and other third party contractors
- Liaise with different departments and functions within the business
- Set budgets and agreeing project time scales with clients
- Maintain client relationships
- Identify, analyse, measure and manage project risks and opportunities
- Monitor actual expenditures against project budgets
- Prepare project documentation
- Write detailed project progress reports
- Prepare status reports for use in communication to stakeholders
- Ensure staff and contractors time-sheets were accurately completed
- Liaise with company directors and internal stakeholders

Technical experience

- REST API creation using Laravel / Codeigniter
- Responsive Front-end development in AngularJS, HTML5 / CSS 3 for e-commerce solutions and client's websites
- Error and load testing
- Cross-browser / Mobile compatibility testing
- Code deployment using Continuous Integration platforms
- Code versioning using GIT
- TDD and BDD for both front-end and back-end
- LAMP Server management

Key clients

RedBull // Tetra // Prince's Trust // Supper // Joanne Stoker // Vizeum // Danone // Lumo // St John Ambulance // Disney // NH Hotels // Pirelli

2008-2011 // 2012-2014: **CTO, Product Manager** // *Twentyfourseven (formerly Soda Studio) - Milan, Italy*

CTO for Twentyfourseven and subsidiaries (Volta Footwear, Soda Studio, 247 Showroom). Mixing the start-up culture of Volta Footwear with the agency mindset of Soda Studio and the fashion background of 247 Showroom. Product manager for Volta Footwear. Leader of the development, QA, DevOps and analytics & data teams.

Operational responsibilities

- Team size: 78
- Team skills: Front-end, Back-end, iOS, Android, Standalone Mac / Win, DevOps, Data & Analytics, Online Marketing & SEO
- Project size: €5'000'000+
- Agile Project Management using Scrum of Scrums
- Involved in project from evaluation, conception and completion
- Experience working in a PRINCE environment.
- Prepare progress reports for Programme Managers
- ERP experience includes supply chain finance business intelligence CRM and point of sale.
- Liaise with the on-premise and off-premise sales team, marketing team and retail stores owners
- Manage integration with SAP and Oracle APIs
- Team management, coaching and mentoring
- Creation and management from scratch of the team
- Hire employees, review performances, determine salary and bonuses
- Liaise with external partners, contractors and freelances

Technical experience

- REST API creation using PHP, Ruby on Rails, Node.js
- E-Commerce website coding
- Responsive Front-end development in AngularJS, HTML5 / CSS 3
- Experience with Smarty, Subversion, and other API services (Italian Bank)
- Cross-browser / Mobile compatibility testing
- Code deployment using Continuous Integration platforms
- Use strict code guideline
- Ensure all areas of the website run quickly and efficiently
- TDD and BDD for both front-end and back-end
- Email marketing campaigns
- Big data, SQL and noSQL databases structure and administration
- Facebook / AdWords Campaign creation
- Amazon Web Services and other cloud based platforms
- Integration with third party softwares and API across a variety of languages

2011-2012: **Lead Developer** // *Bizual - London,UK*

Development leader in a promising tech start-up in London. Web application planning and structure, font-end and back-end development. Heavily involved in brainstorming, usability, web and mobile app UI/UX optimization. Scrum master.

Operational responsibilities

- Team size: 5
- Team skills: Front-end, Back-end
- Agile Project Management using Scrum and Kanban
- Mentor the team and teach best practices and new solutions
- Liaise with outside IT consultants and other third party contractors
- Prepare project documentation
- Write detailed project progress reports
- Web application planning

Technical experience

- REST API creation in PHP using Codeigniter
- Responsive Front-end development in HTML5 / CSS 3
- Handwritten OOP PHP 5
- Cross-browser / Mobile compatibility testing
- Code versioning using GIT and Subversion
- Responsible for developing and sustaining company Intranet system.
- LAMP Server management
- Develop personalised MVC/CMS for all company websites / web applications

2010: **Team leader: Disney's DYou and Disney's Mickey Mouse** // *Mutado - Milan, Italy*

Developer team leader for the creation of Disney's DYou and Disney's Mickey Mouse websites. Involved hands-on in the coding of both back-end and front-end section of the sites. Supervising the mobile (iOS and Android) teams. Scrum master and in charge of the team's interaction with the client,

Operational responsibilities

- Team size: 8
- Team skills: Front-end, Back-end, iOS
- Agile Project Management using Scrum
- Mentor the team and teaching best practices
- Prepare project documentation

Technical experience

- Develop personalised MVC/CMS for clients' websites
- Front-end development in HTML / CSS / MooTools / jQuery - Drupal
- OOP PHP coding

2007-2008: **Web designer, web developer** // *Soda Studio - Milan, Italy*

Website design and coding for a young design agency in Milan. Front-end and back-end development. Web & mobile UI/UX design and optimization.
The relationship with Soda Studio continued when Twentyfourseven was founded, in 2008. See above for more details

Key Clients

Cape Natixis Spa // Aliante Partners // Carandini // Camo // Artigianpiada

Technical experience

- Front-end development in HTML / CSS / MooTools / jQuery - Wordpress theme coding
- Procedural PHP coding
- MySQL database management

2007-2014: **CEO & Founder** // *Keydes - Milan, Italy*

My own company. Started in 2007 as my freelance work, it became a proper agency between 2010 and 2014 before I move to London.

Key Clients

Corriere della Sera // Diesel // Lattughino // Giulio di Sturco // Sony

education

2012: **Business Practitioner Certificate** // *Italian PNL Academy - Milan, Italy*
Set of courses covering public speaking, coaching, presentation skills, leadership and management techniques.

2010: **Bachelor of Arts in Graphic Design, Marketing and Management** // *IED, European Institute of Design - Milan, Italy*
Interdisciplinary degree with an integrated curriculum from the departments of computer science, marketing and communication.

2009: **Futus Training Certificates** // *Futus Corporation - Milan, Italy*
Multiple business and leadership courses aimed at communicating efficiently, managing teams & resources and client interactions.