PETE ROBINSON

Development, Architecture, Leadership, Consultancy

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ABOUT ME

Experienced technology leadership individual with a technical background in building large, scalable applications and a passion for beautiful architecture and clean, reusable code. Currently focused on efficient technical delivery strategy and team growth.

CORE TECHNICAL SKILLS

SOFTWARE ARCHITECTURE
OOP & DESIGN PATTERNS
DATABASES
FRAMEWORKS
APPLICATION PERFORMANCE
APPLICATION SECURITY
INFRASTRUCTURE

OVERVIEW

At my core, I am an Applications Developer with over 10 years of commercial experience, having worked on everything from out-of-home tech and immersive campaigns, to high availability business management applications for some of the UK's biggest names.

I am passionate about software architecture, scalability and best practice, regarding myself as a strong advocate of clean, beautiful code and ensuring that on a process level, applications are built following a delivery methodology and platform that meets requirements of the business and of the product owner.

Having been a department head and sat on senior leadership teams in multiple positions across differing industry sectors, I pride myself on having an objective and pragmatic approach to the goals, strategies, progression and growth of both a business and of a development team.

Mentorship and leadership are areas that I have spent several years operating within. Building or growing a talented and efficient development team is a very rewarding task. Ensuring team members play to their strengths as well as bring up their weaknesses and broaden their skill set at the same time as balancing the requirements of the business is one of my primary focuses.

EXPERIENCE

Head of Development @ Collective London 2015-
Representing Tech at Collective and sitting on the SMT, my role primarily involves technical strategy, project scoping and planning, identifying areas of investment and team management whilst taking a leading role in planning architectural and infrastructure implementations. Tasked with establishing Collective as a technical solutions partner alongside the existing creative vertical.

Technical Lead / Consultant @ Ogilvy 2013-15
Ogilvy Technical Consultant for Unilever, British Airways and Landrover. Involved in identifying opportunities for technical engegement alongside being a senior member of the tech arm of Ogilvy, Etecture. Deeply involved in planning and execution of a number of award winning deliveries. Responsible for assembling and managing technical delivery teams from across the Ogilvy EMEA network.

Development Manager @ World Trade Group 2012-13
Tasked with building a team from scratch to collaboratively plan, build and support a large suite of web based touch points to handle most outward facing revenue streams and event management whilst additionally managing the the team responsible for maintaining the existing legacy ASP platform. This involved undertaking a meticulous audit of business processes in order to implement a solution suited to all

Senior Developer @ Wunderman 2010-12
Implementing web and social media applications for use in conjunction with marketing campaigns for clients such as Ford, Nokia, Landrover, P&G and Microsoft. Applications were also written to assist the marketing and SEO teams in their analytics of client web property performance and brand market research.

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Senior Developer @ Type3 / Bynd　　　　　　　**2010-10**

Tasked with building rich web applications for clients such as Santander, YouTube and Virgin with an emphasis on performance and optimisation for large spikes in traffic resulting from media campaigns. Scoped and revamped source control strategy from SVN repositories and manual FTP deployments to GIT repos, cloud hosted infrastructure stack and the beginnings of agile delivery.

Senior Developer @ Game Account Network　　　**2009-10**

Senior Developer @ Internet Assist　　　　　　**2008-09**

Developer @ Spring Digital　　　　　　　　　**2006-08**

Junior Developer @ Spring Digital　　　　　　**2006-06**

EDUCATION

BTEC National Diploma @ Cambridge Regional College
Overall grade: Merit
Course: BTEC National Diploma for IT Practitioners
Distinction Units: Computer Software and System Design, Web Design, Website Development, Visual Programming

GCSE @ The Appleton School
English Language: A
English Literature: A
GNVQ IT: 4x B
Mathematics: B
Science (Chemistry/Biology/Physics): x3 B's

HOBBIES & INTERESTS

Fitness and nutrition, music, reading, cooking, angling.

CONNECT

References:
Available on request

LinkedIn:
https://www.linkedin.com/in/pete-robinson

Github:
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