



James Jones

Engineering Leader

Melbourne, Australia +61 407 875 540 • jimboejones@gmail.com
Engineering Executive | Platform Scalability | Multi-Squad Delivery

Skills

Multi-Squad engineering Leadership

Agile Delivery & Transformation

Scalable Platform & Microservices Architecture

Customer Platform & Product Alignment

Revenue-Enabling Systems & Monetisation Strategy

Cloud Infrastructure (AWS, Azure) & SRE

CI/CD, DevOps and Infra as Code (Terraform)

Full-Stack Delivery and Leadership

Risk & Compliance (PCI-DSS, ISO27001, SOX)

Metrics-Driven Delivery & Decision-Making Frameworks

Cross-Functional Team Leadership & Coaching

Performance Management & Difficult Discussions

Profile

I'm a senior engineering leader with 15+ years' experience leading multi-squad teams across platform, product, and infrastructure domains. I specialise in aligning engineering delivery with commercial outcomes, scaling teams without increasing complexity, and building structures that support autonomy, pace, and clarity.

After a long tenure in an established environment, I intentionally moved into the startup world to take on high-impact technology leadership roles. Across Ettle, SILC, and Meeco, I helped shape delivery functions, structure teams, and introduce practices that continue beyond my tenure—even when the companies themselves faced strategic pivots or funding constraints. Not all startups succeed, but the experience sharpened my ability to build resilient systems and cultures quickly.

I'm known for being the calm in the storm—bringing clarity to ambiguous environments through strong decision-making structures, cross-functional alignment, and pragmatic execution. My leadership approach is empathetic and growth-oriented, with a track record of supporting ICs and leads across infrastructure, data, security, and software disciplines. I've led both individual contributors and people leaders, helping engineers' step into management roles and supporting leads as they scale their teams. I've managed organisations of 30+ engineers across multiple squads, often distributed across regions.

Career Highlights

Engineering Uplift & Strategic Governance - Meeco

Joined as CTO during a period of delivery ambiguity and blurred ownership across engineering and product. Introduced Agile delivery practices, built an Initiative Management Office, and implemented a structured pipeline from idea through to execution. Reduced noise, cut redundant work, and surfaced budget risks without increasing headcount. Led team leads across platform, front-end, and operations.

Platform Migration at Scale – Wex Inc

Led a full-stack engineering group (~30) through the migration of a \$13B virtual card platform to Azure. Reframed a three-year rebuild into a nine-month execution using a lift-shift-modernise strategy. Balanced regulatory compliance with delivery throughput under acquisition pressure. Formed

Education

Masters of Business Administration,

Swinburne

2015

Masters of Information Systems Management,

Swinburne

2015

and led the new Platforms team with multiple team leads, and achieved highest retention across the business unit.

Monetisation Strategy Input – Ettl

Worked closely with the CEO and CPO on defining monetisation options for AUDE, Australia's first fiat-backed stablecoin, including potential revenue streams beyond treasury interest. Delivered the platform from inception to mainnet across Ethereum and Algorand in under seven months as part of a globally distributed team.

Leadership Development across Disciplines - eNett

Mentored six engineers across infrastructure, data, security, and operations through key growth milestones, progressing from IC to tech lead and leadership roles. Helped reduce delivery bottlenecks and scaled team capacity without increasing headcount.

Employment History

Chief Technology Officer (CTO), Meeco.me, Melbourne

September 2024 — May 2025

Meeco builds digital identity infrastructure for governments and enterprises.

- Created the Initiative Management Office to align prioritisation and delivery across the organisation.
- Standardised engineering governance and introduced weekly planning and review rituals.
- Rebuilt internal support via a Kanban model, reducing interruptions and clarifying team responsibilities.
- Rebooted culture and alignment via restructured All-Hands and weekly executive forums.
- Coached engineering leads through performance and ownership growth.
- Oversaw engineering of SVX, a multi-cloud platform deployed across Azure and AWS, hosted in Kubernetes and monitored using Prometheus/Grafana. Worked closely with teams to understand operational cost and performance trade-offs.
- Agile delivery processes introduced remain in place post-departure.
- Role concluded after product was unable to generate revenue traction. I was part of the decision-making that led to two roles, including mine, being made redundant.

Head of Technology, The SILC Group

July 2023 — June 2024

SILC is an alternative asset services across digital, capital, and portfolio solutions. Hired to lead a Real-World Asset tokenisation pilot.

- Delivered a pilot for tokenised Real World Asset platform and modernised legacy systems.
- Introduced Agile to improve delivery cadence and visibility—practices still in use post-departure.

Thought Leadership & Influence

Evolution Exchange Podcast

Guest

Shared strategies for building high-performing, distributed engineering teams, with a focus on communication, autonomy, and trust.

Evo Inspires Segment

Discussed key turning points in my career, personal strategies for navigating highs and lows, and the mindset needed to lead through change.

AppDynamics Events: Real-Time Observability in Practice | Operational Insights from eNett

Presented at multiple AppDynamics events on the implementation of real-time observability and the operational improvements it enabled. Covered deployment strategy, team adoption, and measurable impact on service delivery.

PagerDuty User Group Conference Main stage

presentation: From 40 to 4 mins MTTA - Shrinking MTTA at Scale | Lessons from a Global Ops Transformation

Delivered a keynote on reducing Mean Time to Acknowledge and Act (MTTA) at scale. Shared transformation initiatives I led, along with insights on sustaining morale and culture through operational change.

- Role concluded when SILC elected not to pursue the product due to capital constraints; unwilling to seek external funding.

Career Break

January 2023 — June 2023

Took time out for family following the birth of third child.

Chief Technology Officer, Ettle

April 2022 — December 2022

Web3 startup behind AUDE, Australia's first cash-backed stablecoin.

- Launched AUDE stablecoin from concept to production in <7 months across Algorand and Ethereum.
- Participated in ongoing discussions with CEO and CPO to explore monetisation options and go-to-market paths.
- Built global cross-functional team and unified crypto/fiat ledger systems to simplify audit and reconciliation.
- Platform was hosted in AWS, deployed on Kubernetes, with infrastructure managed via Terraform. Entirely TypeScript-based, with Postgres as the primary datastore.
- Company was wound down due to funding constraints; I participated in discussions that led to preserving cash reserves for future reactivation.

Director - Travel Infrastructure, Wex Inc

April 2021 — March 2022

Wex (NYSE: WEX) acquired eNett and Optal in Dec 2020. Wex is a leading financial technology service provider for a variety of sectors; travel, fleet, health and corporate payments.

- Led cloud migration of \$13B platform under compressed timeline and compliance constraints.
- Formed and led new Platforms team; achieved highest staff retention in the division post-acquisition.
- Managed multiple team leads and oversaw technical strategy and delivery alignment.
- Operated within a Microsoft tech stack: Azure-hosted, using Windows VMs, Microsoft SQL Server, and C#-based applications.

Head of Engineering, eNett International

June 2020 — April 2021

- Led platform and data engineering groups through COVID, maintaining team morale and delivery pace.
- Lead "Infrastructure as a Service" to enable consistent environments from dev to prod.
- Rebuilt Data Engineering team into a core org capability, not just reporting support.

Infrastructure Manager, eNett International

August 2012 — June 2020

- Scaled infra team from 2 sysadmins to 5 specialised teams (ops, DB, security, etc) resulting in a group size of just over 20.
- Built and led InfoSec team; evolved into standalone security function.
- Delivered first cross-functional incident management process across tech and customer events.
- Led high-availability DB re-architecture enabling zero downtime maintenance.