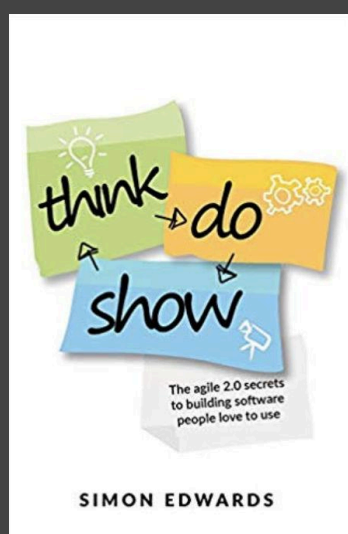


...“the change Rorie brought when coming in as an Interim was truly amazing and we started to feel like we were firing on all cylinders”...  
Pages 567-568



...“Rorie was relentless in his intention to make Hailo a centre of Engineering excellence. Rorie not only wanted to build the best software organisation possible, he also wanted all of Hailo to work closely together...Rorie is the kind of boss you really want to work for, demanding results but always in your corner”.  
Pages 87-88

# Rorie Devine

## CTO | CIO | CPTO | VP ENGINEERING

✓ £20M/PA COSTS SAVED ✓ £1M/PA TECH REVENUE ADDED

London, UK  
+44 (0)784 351 6537  
rorie.devine@gmail.com  
<https://calendly.com/rorie-devine>

- ✓ Launched Apps including Figg Wealth, &me, AlaaS.Team...
- ✓ Achieved comparison site search position dominance by using a Neural Network to reverse engineer the Google search algorithm
- ✓ Delivered one of the largest API-based integrations in the European asset management industry across 35 million customers

### LATEST ACHIEVEMENTS

- **AlaaS.Team** : 1. AI Cross-sell and up-sell automated email creation 2. LLM legal automated pro-forma document creation 3. AI driven FinTech App MVP using AI to create actionable insight for investors.
- **Figg Wealth** : FinTech App POC to MVP in App & Play Stores. Figg is part of both the PwC Raise 7.0 and Google for Startups programs.
- **Stealth eCommerce Startup** : Automated AI driven customer segmentation and communication personalisation system.

### RECENT SOFTWARE DEVELOPMENT EXPERTISE

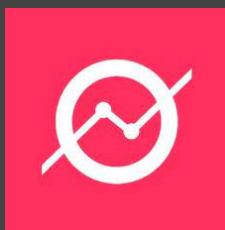
- **Generative AI**: LLM Large Language Models, Machine Learning, Neural Networks, ChatGPT-3.5, ChatGPT-4.5, Custom GPTs, ChatGPT API, DALL-E, LLaMA, LLaMA2, NLP, kore.ai, Python, Django, Flask, FastAPI, pytest, Pandas, NumPy, PySpark, SciPy, BeautifulSoup, TDD.
- **Verticals**: FinTech, Financial Services, WealthTech, Gaming, On Demand Services, Growth Hacking, SEO, Legal/Law
- **Front end**: WordPress/Elementor, HTML/CSS, PWA, Asynchronous JavaScript, TypeScript, React, Tailwind CSS, daisyUI, Python
- **Integration**: Prisma, GraphQL, Kafka, RabbitMQ, REST APIs.
- **Back end platforms**: MERN, Next.js (inc Server Actions) Node.js, Express.js, Google Go/golang, Docker, Kubernetes, Redux, SQL, mySQL, MongoDB, Google Cloud, AWS, CI/CD.

### RECOGNITION

Tech Target's UKTech50  
"The 50 Most Influential People In UK IT"  
Computing magazine "IT Leader of the Year"  
The cover of CIO magazine (twice)  
CIO 100 (twice)

### EDUCATION

BEng (Hons) Computer Systems and Electronics King's College London  
Dissertation "The use of Neural Networks in financial time series prediction"  
A Levels – Maths, Further Maths and Physics



Moneyfarm

- ▶ Restructured, grew, and led a cultural transformation within the Technology Team to be less introspective and more business impact focused.
- ▶ Led the expansion of the value proposition away from discretionary portfolio management to include direct purchase of Shares/ETFs/Funds.
- ▶ Delivered one of the largest API-based integrations in the European asset management industry for 35m customers.
- ▶ Mentored and coached an internal candidate to successful promotion as the permanent CTO.



John Lewis Partnership Ventures

- ▶ Created and led the Technology team for John Lewis Partnership Ventures.
- ▶ Launched three new digital products/services in six months for Waitrose and John Lewis.
  1. An app based home services business underwritten by the John Lewis brand.
  2. A Cookwell by Waitrose healthy recipe ingredients delivery service.
  3. A combined John Lewis & Waitrose web based loyalty scheme.



Hailo (now FREENOW)

- ▶ Turned around a demotivated development team.
- ▶ Re-platformed from a PHP based monolithic architecture to a global scalable goLang based microservices based event driven platform...
- ▶ Reduced AWS cost per transaction by 50%.



Yell.com

- ▶ Merged and optimised separate Digital and Core Technology teams.
- ▶ Reduced team operational costs from £55 million to £35 million per annum.
- ▶ Created a London based Labs product innovation centre.



Betfair (now Flutter)

- ▶ Delivered a value proposition expansion from being a niche UK betting exchange to being a full suite global gaming platform including soft games, Poker, a Sportsbook and so on...
- ▶ Grew team from 35 to 350.
- ▶ Creation of transaction pricing to add £1m/per annum to the topline.
- ▶ Won "Best Place To Work In IT" (twice).
- ▶ Launch of an Italian Sportsbook.
- ▶ Launch of Malta and Hobart Tasmania based operations and data centres.
- ▶ Setup of a Romanian offshore development centre.
- ▶ Creation and launch of the separate Tradefair business.

In 2010 Betfair successfully IPO'd on the London Stock Exchange for £1.4 Billion market cap.