

Version 1 - 2 Pager

JASON MARC CONROY

ENGINEERING MANAGER

tl;dr; I build and lead high-performing engineering teams that deliver scalable, secure, and customer-focused software.

I'm a Software Engineering Manager with a track record leading the development, release, and delivery of large-scale web, eCommerce, and SaaS platforms. I balance hands-on technical depth with organisational leadership.

I've led distributed teams of 30+ engineers across 35+ products, serving millions of customers worldwide, and partnered directly with organisations like Google. Earlier in my career I helped scale Prospress Inc. through to its acquisition by Automattic, where I continued to drive release management, team growth, and delivery excellence across a broad product portfolio.

I'm passionate about mentoring and coaching engineers, building inclusive and high-performing teams, and working side-by-side with product managers and designers to deliver customer-focused outcomes. I also enjoy exploring emerging technologies—such as AI-assisted development—to improve productivity, collaboration, and workflows.

EXPERTISE

Leadership & Team Building: Coaching, mentoring, and career development

Product Collaboration: Partnering with product/design for customer-focused outcomes.

Agile & Lean Delivery: Embedding Scrum/Kanban practices, iterative planning, OKRs.

Cloud & Distributed Systems: AWS, APIs, Docker.

Software Development Life Cycle: Full-Stack (Front+Backend), Architecture & System Design

TECHNOLOGIES

- **Modern Web & Cloud Stacks:** Javascript, Typescript, React, Vue.js, Storybook, HTML, CSS, Python, Node.js, PHP, Apache, Nginx, Redis, MySQL, AWS, Docker (+Docker Swarm), Linode/VPS
- **Version Control & CI/CD:** Git, GitHub, GitHub Actions, TeamCity, TravisCI
- **Monitoring and Performance:** Sentry, New Relic
- **Data & BI:** Looker BI Platform (for development of data driven dashboards)
- **Testing & E2E:** PHPUnit, PHPCS, JEST, Codeception, Selenium, Playwright
- **Frameworks:** WordPress, Laravel, Bootstrap, TailwindCSS
- **AI:** ChatGPT, Claude, Copilot

QUALIFICATIONS

The Australian National University - 2001 - 2004

- Bachelor of Commerce · Accounting
- Bachelor of Information Technology · Information Systems

Certified Information Systems Security Professional (CISSP) - Maintained since January 2007

- A globally recognized, independent information security certification

CAREER

Director of Engineering · Remote

May 2019 - April 2025

Automattic Inc. (WooCommerce Division) - The company behind WordPress.com, [WooCommerce](https://WooCommerce.com), [Tumblr](https://Tumblr.com), [Pocket Casts](https://PocketCasts.com), and [Gravatar](https://Gravatar.com) to name a few.

- Led 5 distributed engineering teams (30+ contributors) across eCommerce, shipping, analytics, and partnerships serving millions of global customers.
- Built and scaled high-performing teams by embedding **Agile rituals, onboarding, and team handbooks**, enabling sustainable growth and collaboration.
- Partnered closely with product managers and designers to **prioritise customer value**, shaping roadmaps aligned with business outcomes.
- Drove adoption of **CI/CD pipelines, release governance, and DevSecOps practices**, balancing speed and quality.
- Mentored engineering leads and ICs, strengthening the leadership pipeline and supporting career progression.
- Championed innovation by integrating **AI-assisted development tools (GPT-4, Claude, Cursor)** to improve developer experience.

Director · Remote

May 2015 - May 2019

Prospress Inc. - WooCommerce Extension Developers

- Acted as both team lead and engineer, driving company growth leading to acquisition by Automattic.
- Introduced **Agile practices, coding standards, and CI/CD automation** that raised delivery consistency.
- Partnered with product stakeholders to set roadmaps, balance tech debt vs. features, and ensure customer focus.
- Mentored engineers, growing a collaborative and values-driven culture.

Owner, Director · Canberra, ACT

July 2008 - May 2019

Finding Simple - Boutique Web Development Studio

- Delivered end-to-end web development projects for major clients, leading the full SDLC.
- Balanced hands-on technical execution with customer engagement and delivery leadership.

Senior Consultant · Canberra, ACT

Nov 2005 - Sep 2008

stratsec - Information security consulting and testing firm – now part of BAE Systems.

- Contributed to high-trust environments, including authoring national security policy and delivering security audits.

Version 2 - Software Engineer Focus

JASON MARC CONROY

SOFTWARE ENGINEER

tl;dr; I build solutions and deliver results. My code is used by millions of customers worldwide.

I'm a highly adaptable software engineer with deep experience leading the development and delivery of solutions across Web, eCommerce and SaaS. Skilled at balancing hands-on technical execution with organisational leadership to achieve business outcomes.

I have experience contributing directly to and leading the development of products used by millions of customers worldwide every day.

I have a proven track record working across the full software development lifecycle — from ideation and design through to deployment, optimisation, and support — with a strong focus on quality and timely delivery.

I'm adept at working within cross-functional teams to execute large-scale projects on time and within budget - with experience collaborating directly with organisations from the Government, Education and Tech industries including Reuters, Stanford, the Australian Federal Government & Google.

EXPERTISE

Full-Stack Development (Front+Backend) · Software Development Life Cycle · Agile Methodologies
Artificial Intelligence (AI) · Technical Architecture & System Design · Cloud Technologies (AWS, Docker)
Continuous Integration/Continuous Deployment · Certified Information Systems Security Professional
Leadership & Team Building · Coaching · Product Management & Roadmap Development

TECHNOLOGIES

Experience across both front and backend systems with the ability to adapt with changes to technology.

- **Frontend:** Javascript, Typescript, React, Vue.js, Storybook, HTML, CSS
- **Backend:** Python, Node.js, PHP
- **AI:** ChatGPT, Claude, GitHub Copilot
- **Server & Cloud:** Apache, Nginx, Redis, MySQL, AWS, Docker, Linode/VPS
- **Version Control:** Git, GitHub
- **Monitoring and Performance:** Sentry, New Relic
- **Data & BI:** Looker BI Platform
- **Testing & E2E:** PHPUnit, PHPCS, JEST, Codeception, Selenium, Playwright
- **Frameworks:** WordPress, Laravel
- **Marketing:** SEO, SEM, Analytics, Email Newsletters

QUALIFICATIONS

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2001 - 2004

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CAREER

Code Wrangler a.k.a Senior Engineer · Remote

May 2019 - April 2025

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- Contributed to the development of core WooCommerce and its flagship, shipping, analytics and partnership solutions (Google, Tiktok, Pinterest, Meta). My code is used by millions of customers globally.
- Worked across front and backend codebases consisting primarily of JavaScript/Typescript/React, PHP, MySQL & Node.js Middleware services.
- Assisted with maintenance and updating of legacy code bases.
- Our portfolio of well maintained extensions consistently generated millions of dollars in annual revenue for Automattic.
- Assisted with mentoring and coaching of junior developers as well as new hires to help them get up to speed and contribute as soon as possible.
- Actively explored and experimented with emerging AI technologies to improve engineering workflows, including working with OpenAI (also Perplexity) GPT-4 and Anthropic's Claude. At Automattic we were leaning heavily into AI - incorporating Vibe Coding, Prompt Engineering, and AI-assisted development tools like Cursor into our workflows. I am passionate about how these technologies can enhance developer productivity, code quality, and innovation.

Director · Remote

May 2015 - May 2019

Prospress Inc. - WooCommerce Extension Developers

- Hands-on engineer that contributed to product management, development and support of our flagship products - WooCommerce Subscriptions (recurring payments), AutomateWoo (eCommerce Automations) and our End-to-End testing software as a service (Robot Ninja).
- Architected and managed a high availability AWS architecture for our testing service which utilised Docker swarm - as well as regular VPS infrastructure for the hosting of our company and test websites.
- Played key role in company growth leading to acquisition by Automattic in May 2019 by managing operations and contributing to the development and support of flagship products as well as growth and management of team members.

- Implemented best practice development practices within the organisation through introduction of manuals, processes and procedures and implementation of coding standards and testing.
- Created internal tooling for spinning up test sites that significantly improved our engineers ability to replicate bugs, test fixes and work on performance optimization issues within our products.
- Represented the organisation at industry events and product launches.

Owner, Director · Remote

July 2008 - May 2019

Finding Simple - Boutique Web Development Studio

- Provided professional web design & development services for high profile clients including Thomson Reuters, Australian Federal Government & Stanford University.
- Consistently produced sites for clients on time and within budget, that met and exceeded their business objectives.
 - Design, Development and Implementation of a large multisite WordPress installation for Thomson Reuters that simplified their publishing processes and helped aggregate articles through their portfolio of sites.

REFEREES

Chris Pitson, Partner - King & Wood Mallesons

Character Referee

<<email address upon request>>

Beau Leubens, Artistic Director - Automattic

Professional Referee - USA Based

<<email address upon request>>

Lauren Smith, Senior Director of Engineering - Automattic

Professional Referee - USA Based

<<email address upon request>>

Version 3 - Engineering Manager Focus

JASON MARC CONROY

SOFTWARE ENGINEERING MANAGER

tl;dr; I deliver results and build happy, healthy teams.

I'm a highly adaptable software engineer with deep experience leading the development and delivery of solutions across Web, eCommerce and SaaS. Skilled at balancing hands-on technical execution with organisational leadership to achieve business outcomes.

I have experience leading both individuals as well as multiple teams in a lead-of-leads capacity with 30+ individual contributors maintaining 35+ digital products.

I have a proven track record managing the full software development lifecycle — from ideation and design through to deployment, optimisation, and support — with a strong focus on quality and timely delivery.

I'm adept at leading cross-functional teams and initiatives and executing large-scale projects on time and within budget - with experience collaborating directly with organisations from the Government, Education and Tech industries including Reuters, Stanford, the Australian Federal Government & Google.

EXPERTISE

Full-Stack Development (Front+Back end) · Software Development Life Cycle · Agile Methodologies
Artificial Intelligence (AI) · Technical Architecture & System Design · Cloud Technologies (AWS, Docker)
Continuous Integration/Continuous Deployment · Certified Information Systems Security Professional
Leadership & Team Building · Coaching · Product Management & Roadmap Development

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- **AI:** ChatGPT, Claude, GitHub Copilot
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CAREER

Director of Engineering · Remote

May 2019 - April 2025

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- **Led 5 engineering teams with 30+ individual contributors maintaining 35+ digital products** working on core eCommerce, shipping, analytics and partnerships (Google, Tiktok, Pinterest, Meta) used by millions of customers globally.
- Focussed on **building high-performing, cross functional, collaborative teams** that deliver real value to customers (and the business).
- Our portfolio of well maintained extensions consistently **generated millions of dollars in annual revenue for Automattic**.
- By building strong relationships with our partners, my teams and I also contributed to the successful renegotiation of partnership agreements valued in the millions.
- Worked with external contractors to supplement our development efforts as well as providing additional maintenance allowing my teams to focus on feature development and deliver double the amount of features at the same time while maintaining quality.
- Supported **engineering career growth by providing mentorship to engineering leads and individual contributors**.
- Worked with key stakeholders to define roadmap, priorities, OKRs, and KPIs towards our products.
- Worked with team leads to set expectations, create team handbooks, onboarding materials, team rituals, project management processes, and other tools they would need to build their teams from scratch.
- Actively explored and experimented with emerging AI technologies to improve engineering workflows, including work with large language models such as OpenAI (also Perplexity) GPT-4 and Anthropic's Claude. At Automattic we were leaning heavily into AI - incorporating Vibe Coding, Prompt Engineering, and AI-assisted development tools like Cursor into our workflows, and I am passionate about how these technologies can enhance developer productivity, code quality, and innovation.

Director · Remote

May 2015 - May 2019

Prospress Inc. - WooCommerce Extension Developers

- Hands-on engineer that assisted with business operations, contributed to product management, development and support of our flagship products - WooCommerce Subscriptions (recurring payments), AutomateWoo (eCommerce Automations) and our End-to-End testing software as a service (Robot Ninja).
- Played key role in company growth leading to acquisition by Automattic in May 2019 by managing operations and contributing to the development and support of flagship products as well as growth and management of team members.
- Implemented best practice development practices within the organisation through introduction of manuals, processes and procedures and implementation of coding standards and testing.
- Created internal tooling for spinning up test sites that significantly improved our engineers ability to replicate bugs, test fixes and work on performance optimization issues within our products.
- Partnered with HR to support recruitment efforts and conduct performance reviews, helping to build and sustain a strong, values-driven team culture.
- Worked closely with stakeholders to shape product roadmaps and guide feature development, ensuring our work aligned closely with strategic business goals.
- Represented the organisation at industry events and product launches.

Owner, Director · Remote

July 2008 - May 2019

Finding Simple - Boutique Web Development Studio

- Provided professional web design & development services for high profile clients including Thomson Reuters, Australian Federal Government & Stanford University.
- Consistently produced sites for clients on time and within budget, that met and exceeded their business objectives.
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Professional Referee - USA Based

<<email address upon request>>

Lauren Smith, Senior Director of Engineering - Automattic

Professional Referee - USA Based

<<email address upon request>>

Version 4 - Security Experience Focus

JASON MARC CONROY

ENGINEERING MANAGER

tl;dr; I deliver reliable releases, scalable systems, and high-performing teams.

I'm a Software Engineering Manager with experience leading the development, release, and delivery of large-scale Web, eCommerce, and SaaS platforms. Skilled at balancing hands-on technical execution with organisational leadership, I've spent a lot of time working with my teams on implementing and improving **release management, CI/CD, and DevSecOps practices** that ensure quality and compliance without impacting speed or the developer experience.

I've led multiple distributed engineering teams (30+ people across 35+ products) serving millions of customers and have worked directly with global organisations including Google. Earlier in my career, I played a key role scaling Prospress Inc. to acquisition by Automattic, where I continued to drive release management, team growth, and delivery excellence across their product portfolio.

I'm passionate about mentoring engineers, embedding best practices, and exploring emerging technologies (such as AI-assisted development) to improve workflows. I also bring proven experience working in sensitive environments, having previously held an **Australian NV1 (Secret) Defence Security Clearance** and was a registered IRAP assessor while consulting in IT security.

EXPERTISE

Full-Stack Development (Front+Backend) · Software Development Life Cycle · Agile Methodologies
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- **Version Control:** Git, GitHub
- **CI/CD:** GitHub Actions, TeamCity, TravisCI
- **Monitoring and Performance:** Sentry, New Relic
- **Data & BI:** Looker BI Platform (for development of data driven dashboards)
- **Testing & E2E:** PHPUnit, PHPCS, JEST, Codeception, Selenium, Playwright
- **Frameworks:** WordPress, Laravel, Bootstrap, TailwindCSS

I have a passing knowledge and experience with many software suites and frameworks - having helped test many for use in my time at previous organisations. At those times it was collectively decided to go with different suites. I have no doubt I'm able to adapt to and pick up any tooling or frameworks required for a given role and eager to learn, flourish and lead in any environment.

QUALIFICATIONS

The Australian National University

2001 - 2004

- Bachelor of Commerce · Accounting
- Bachelor of Information Technology · Information Systems

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- **Led 5 engineering teams (30+ contributors) maintaining 35+ digital products** across eCommerce, shipping, analytics, and strategic partnerships (Google, TikTok, Pinterest, Meta), serving millions of global customers.
- Extensive experience with the management and use of REST apis for integrating software platforms.
- Directed **release management and CI/CD practices**, ensuring consistent, high-quality delivery of features and updates across a large product portfolio.
Built and scaled high-performing, cross-functional teams, embedding processes (handbooks, onboarding materials, team rituals, project management frameworks) that enabled sustainable growth and collaboration.
- Drove significant business impact: product portfolio generated **millions in annual revenue** and contributed to the **successful renegotiation of multi-million-dollar partnership agreements**.
- **Optimised resourcing and delivery** by integrating external contractors, enabling teams to double feature throughput while maintaining quality and compliance.
- Mentored engineering leads and individual contributors, guiding career development and strengthening leadership pipelines.
- Collaborated with stakeholders to define roadmaps, priorities, OKRs, and KPIs aligned with business and customer outcomes.
- **Championed innovation in engineering workflows**, incorporating AI-assisted development (GPT-4, Claude, Cursor) to improve productivity, quality, and developer experience.

Director · Remote

May 2015 - May 2019

Prospress Inc. - WooCommerce Extension Developers

- Acted as a **hands-on engineer and team lead**, contributing across product management, development, and customer support for our flagship products including WooCommerce Subscriptions (recurring payments), AutomateWoo (eCommerce automation), and SaaS testing tools.
- Played a **key role in company growth leading to Automattic's acquisition** in 2019 by driving operational improvements, scaling engineering practices, and mentoring team members.
- **Introduced release governance and best practices**, creating manuals, coding standards, and testing frameworks that improved code quality and consistency across products.
- **Implemented internal CI/CD tooling** that streamlined environment setup, enabling engineers to replicate bugs, test fixes, and optimise performance far more efficiently.
- Partnered with HR on **recruitment, onboarding, and performance reviews**, helping grow and sustain a strong, values-driven engineering culture.
- **Worked with stakeholders** to shape product roadmaps, prioritise features, and ensure alignment with strategic business goals.

Owner, Director · Canberra, ACT

July 2008 - May 2019

Finding Simple - Boutique Web Development Studio

- Provided professional web design & development services for clients including Thomson Reuters, Australian Federal Government & Stanford University.
- Led the SDLC for every project from requirements definition, design and integration through to release, optimisation, and long-term support.

Senior Consultant · Canberra, ACT

Nov 2005 - Sep 2008

stratsec - Information security consulting and testing firm – now part of BAE Systems.

- Provided IT Security consulting to the Australian Federal Government including the Department of Defence.
 - Contributed to the development of both Department and Whole of Government security policies, procedures and manuals as well as performing penetration testing services and audits as an IRAP assessor.
- Personal highlight was contributing directly to the development of the government wide Information security manual (ISM) as part of a small team of 3 consultants.