

Jeremy Rajan

Head of Engineering – Consumer Platforms · iGaming · Fintech · Logistics

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SUMMARY

Hands-on engineering leader with 15+ years' experience building and scaling **consumer-facing and enterprise platforms** across iGaming, fintech, logistics and insurance — still writing code, reviewing PRs, and shaping system design alongside the team. Currently leading a **50+ person engineering organisation** at Betika, executing a **full transformation mandate** — platform re-architecture, delivery governance, operating model redesign, offshore team strategy, and AI adoption — for a high-frequency B2C platform serving millions of users. Proven track record of **leading structural change in live commercial environments**: improving delivery predictability (DORA metrics), reducing cost (~40%), reducing incidents (~90%), and scaling engineering across **120+ services** and **5+ geographies**. Strong focus on building high-performing engineering organisations through **PM/EM ownership models, measurable delivery, career frameworks, and pragmatic platform evolution**. Leading **AI-assisted engineering strategy**, including LLM-based developer productivity tooling, context-aware coding systems, and AI governance in the SDLC.

CORE COMPETENCIES

Engineering transformation & operating model design People leadership (50+; FE/BE/QA/DevOps) Delivery governance (DORA / SPACE)
AI strategy & developer productivity Offshore / distributed team strategy Platform architecture & microservices
High-frequency / low-latency B2C platforms CI/CD, progressive delivery & automation Cloud-native (AWS/Azure/GCP)
Cost optimisation & commercial awareness Executive stakeholder influence

TECH & TOOLS

Frontend & Backend

- React, Next.js, Angular, Native Web Components, TypeScript
- Node.js (Express, Fastify, NestJS), Go (Gin), .NET ecosystem, RESTful APIs, microservices

Data, Cloud & Infrastructure

- MySQL, PostgreSQL, MSSQL, Oracle, MongoDB, DynamoDB, Cosmos, Elasticsearch, Kafka
- AWS, Azure, GCP, Docker, Kubernetes, Terraform, Datadog, LGTM stack

CI/CD, Delivery & AI

- GitHub Actions, GitLab CI, Azure DevOps, Jenkins, trunk-based development, GitOps, feature flags/experimentation, workload checklists
- LLM-based developer tooling, AI governance in SDLC

EDUCATION

MBA, University of Ballarat (Federation University), Singapore / Australia, 2011–2012

B.Tech, Engineering & Technology, University of Calicut, India, 2006–2010

PROFESSIONAL EXPERIENCE

Head of Engineering

Betika.com – Remote (Dubai, UAE / Nairobi, KE)

May 2025 – Present

- Leading a **50+ person engineering organisation** across **Frontend, Backend, QA and DevOps**, owning delivery performance, platform evolution, and engineering operations for a high-scale B2C iGaming platform serving millions of users.
- Executing a **full transformation mandate**: platform re-architecture to support **very high-frequency, low-latency** workloads, establishing clearer service boundaries via incremental migration (strangler pattern) over big-bang rewrites.

- In the first 6 months, built the engineering foundations: backend workload templates and service conventions; frontend starter templates, shared UI kit and component conventions; infrastructure **Terraform coverage to 100%** for core services.
- Improved platform efficiency and operability by migrating critical systems, **reducing infrastructure and application costs by ~40%** while stabilising legacy components.
- Led organisational transformation by introducing **career progression frameworks (IC and management tracks), cross-functional squad operating model with PM/EM dual ownership, and building the Channel Lead (EM) layer**, and clearer accountability structures to improve team performance.
- Established a **DORA-based measurement framework across engineering and product-facing squads**, combining deployment frequency, lead time, MTTR and change failure rate with user-outcome metrics to improve prioritisation and delivery quality.
- Reduced production incidents by **~30% in the first 3 months** while maintaining peak system performance by strengthening **runbook culture, on-call discipline, observability, and release controls**.
- Leading the organisation's **AI-assisted engineering strategy**: adopting LLM-based developer productivity tooling and designing a **context-aware engineering layer** with quality gates and human oversight to improve code quality, onboarding speed, and delivery efficiency.
- Established foundational **experimentation and feature flagging capabilities** across teams, enabling controlled rollouts, canary releases, A/B testing, and safer product iteration.
- Operating as a **strategic peer to the Directors and CTO**, translating engineering capacity, platform risk, and AI investment cases into clear business language for executive decision-making.

Backend Software Engineering Manager

Honest Bank – Bangkok, Thailand

May 2023 – May 2025

- Managed and scaled a **15-engineer backend team + 3 QA** building credit-card services, onboarding, limits, billing and partner integrations for the Indonesian market — a **consumer-facing fintech platform** with B2B integration layers.
- Supported the business through **100% month-on-month growth** by tightening release cadence, observability and incident handling.
- Established **engineering governance through RFCs, design reviews, and automated quality checks**, improving change safety and system reliability across **120+ services**.
- Implemented **CI/CD (GitHub Actions / trunk-based development / GitOps) + Terraform across 120+ services**, reducing lead time from ~5 days to **<1 day** and cutting deployment failures by **~30%**.
- Drove **~30% cloud cost optimisation** while maintaining SLAs, and introduced day-1 → day-2 operations that **reduced incidents by ~90% in the first 6 months**.
- Built and maintained **event-driven architecture and data pipelines (Kafka)** underpinning the credit-card platform, enabling real-time processing and providing the data infrastructure foundation for **AI/ML initiatives** across fraud detection and credit decisioning.
- Operated as a **key engineering voice to product and business leadership**, translating capacity constraints, platform risk, and technical trade-offs into business language to support prioritisation during rapid growth.
- Developed **Staff and Tech Lead capability** as a deliberate investment — identifying high-potential engineers, coaching them into technical leadership roles, and using them as the primary lever for squad performance and delivery quality.

Head of Engineering

Connected Freight (Shell Ventures) – Singapore

Feb 2022 – Apr 2023

- Headed a **cross-functional, distributed team of 20 engineers across 5 countries** (SG, TH, VN, ID + remote), owning Smart TMS, Freight Matching, Shell B2B Retail eCommerce and shared Platform Services.
- Designed the **distributed engineering operating model**: governance, communication cadence, tooling standards and onboarding frameworks that maintained a consistent engineering bar across geographies.
- Improved **on-time delivery from ~68% to 92% in 2 quarters** by adding capacity planning, WIP limits, definitions of Ready/Done and proactive risk mitigation.
- Built reusable platform services (identity, notifications, shipment, pricing) that reduced time-to-market from **8 weeks to 3 weeks**.
- Consolidated AWS/Azure workloads and introduced cost-optimisation playbooks, achieving **~24% savings** while maintaining SLAs.
- Aligned engineering structure across product and platform teams, separating product engineering from professional services delivery and improving ownership clarity.

Engineering / Application Manager (DirectAsia Insurance – SG & TH)

Staizen – Singapore

Nov 2020 – Feb 2022

- Led **15+ cross-platform engineers** across Singapore, Thailand and Vietnam on an Azure-first **digital transformation for a consumer insurance platform**.

- Delivered **API Gateway, ESB and internal proxies in the first 5 months**, creating the integration backbone — a pragmatic **strangler-pattern approach** that let digital channels move faster without waiting for full core rewrites.
 - Implemented **Terraform + Azure DevOps CI/CD**, moving releases from monthly to weekly with audit trails and automated checks.
 - Coordinated distributed/vendor teams across SG, TH, VN + offshore while introducing shared frontend/API patterns for consistent customer journeys.
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Technical Lead / Assistant Vice President – Titan OTC

Singapore Exchange (SGX) – Singapore

Oct 2017 – Oct 2020

- Led a **frontend, QA and UX team** for a greenfield commodities/futures trading application while remaining hands-on with Native Web Components, Vanilla JS, Node.js and Webpack.
 - Delivered the trading frontend MVP in **<3 months** with a team of 3, setting the pace for the wider Titan OTC programme.
 - Built a **JIRA-API-based delivery tracker** that gave C-level real-time project visibility, reducing manual reporting by **~80%** — translating engineering capacity into executive-ready reporting.
 - Drove frontend/API standards, CI/CD and automated testing across the team; mentored junior engineers into feature leads and helped the programme secure an additional **~USD 12M budget** for further expansion.
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Software Engineer – Titan OTC

Singapore Exchange (SGX) – Singapore

Mar 2017 – Oct 2017

- Split a large monolithic frontend into a separate application and delivered it in the first month; worked with backend teams to define APIs and establish cross-browser UI testing using BrowserStack.
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Software Engineer

Salecycle – Singapore

Jun 2014 – Jan 2017

- First technical member in JAPAC; delivered and supported strategic customers including Singapore Airlines, Scoot and hotel booking portals — a **B2C consumer engagement platform**.
 - Built high-performance Node.js microservices on AWS and created Electron apps / Chrome extensions that improved implementation demos and internal tooling.
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Senior Web Developer

Gnossem – Singapore

Nov 2012 – Jun 2014

- Rebuilt and re-architected core services and the frontend in ~6 months for a **consumer eCommerce platform**, improving performance and customer experience; worked directly with the CEO on product roadmap and investor pitches.
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Technical Support Analyst

IBM India – India

Oct 2010 – Apr 2011

- Provided L2/L3 technical support for enterprise customers, ensuring SLAs were met and documenting repeat issues into knowledge-base articles to improve resolution time.