

ADRIAN ESTRAN

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SUMMARY

Over the last 15+ years I've worked across secure infrastructure, consulting, fintech, public sector and B2B SaaS, leading teams that build and scale customer-facing products used by hundreds of thousands of people.

I started my career building software and hardware integrations for high-security prisons in the UK before moving into consulting and digital product delivery at Deloitte Digital, where I spent 8 years leading engineering teams across banking, insurance and government. Since then I've focused on product engineering within SaaS businesses, helping organisations scale teams, simplify delivery and evolve their platforms through periods of growth and change.

Today I lead cross-functional product engineering teams at Treatwell, working on the B2B platform used by tens of thousands of salons across Europe. My focus is building strong teams, creating clarity in complex environments, and helping engineering, product and business teams make better decisions together.

I still stay close to the technical side of delivery and enjoy building products as much as leading the teams behind them.

CAREER OBJECTIVE

To build great products alongside highly motivated people, leading outcome focused product development teams at the intersection of Engineering, Strategy, and Organizational Design.

EXPERIENCE

Engineering Manager

Feb 2023 - Present, Remote

Treatwell

- Led the resurrection and scaling of a previously deprioritised SaaS platform that still served tens of thousands of daily users but had limited organisational knowledge and ownership
- Built and scaled the initial product development team from ~6 to 30+ engineers across 4 teams over 2 years as the platform became the company's primary strategic product
- Operated in a high-ambiguity environment with minimal documentation, balancing live production stability with reverse-engineering and modernisation of legacy systems
- Maintained consistent delivery performance with cycle time under 4 days over a 12-month period
- Co-created the 'Data Governance Council' to standardise and codify tracking and analytics practices across our product development teams, improving all aspects of our data analytics capability
- Led and drove organisational alignment to migrate years worth of localised content across CMS platforms, coordinating engineering, product, and content teams while delivering operational cost savings
- Improved hiring processes by introducing more deliberate evaluation of technical and cultural fit, increasing hiring quality and supporting team growth, including hiring the first woman into the engineering team
- Mentored engineers and product managers, increasing delivery ownership and technical maturity within a largely developing team

Engineering Manager

Sep 2021 - Aug 2022, Remote

Argyle

- Owned delivery and technical direction for Argyle's mobile and web SDKs
- Defined and helped implement a forward-looking Android architecture to improve scalability, maintainability, and long-term evolution of the platform
- Introduced and embedded delivery practices focused on flow, predictability, and continuous improvement across engineering teams
- Led end-to-end delivery of multiple product features spanning SDK and backend systems
- Supported engineers through ongoing technical guidance and feedback, contributing to team growth and delivery consistency

Engineer, Tech Lead, Manager

Sep 2017 - May 2021, London

Deloitte

- Fast-tracked from Consultant to Manager in 4 years, leading engineering teams and delivery streams across large-scale digital transformation programmes in banking, insurance, and public sector environments
- Led delivery of three greenfield mobile banking applications for major banks including Metro Bank, Virgin Money, Tesco Bank, and Raiffeisen Bank, reaching hundreds of thousands of users across the UK and Europe
- Operated as engineering and technical lead across full delivery lifecycle, combining hands-on development with architecture collaboration, planning, and execution leadership
- Worked with client architects and product teams to translate legacy banking constraints into modern mobile experiences aligned with challenger banking expectations
- Acted as escalation point on major programmes, managing complex stakeholder environments across product, architecture, and senior banking stakeholders
- Contributed to system design and delivery decisions in highly regulated environments, balancing client expectations with technical feasibility and delivery constraints
- Supported UK government COVID response initiative enabling transport workers to securely travel and track compliance during the pandemic
- Delivered a consumer banking application (Metro Bank) recognised as “Best Banking App” in its launch year

EDUCATION

BSc in Software Engineering

University of Ulster · Belfast · 1st

SKILLS

Engineering Leadership: Engineering Leadership · Technical Leadership · Team Building · Cross-functional Leadership · Stakeholder Management · Delivery Ownership

Product & Platform Engineering: Product Engineering · SaaS Platforms · Mobile Application Development · SDK Development · API Design · System Integration · Platform Architecture

Technical Delivery: Greenfield Product Delivery · Legacy System Transformation · System Migration · Distributed Systems · Backend Systems · Android Architecture

Regulated & Large-scale Environments: Financial Services Systems · Mobile Banking Platforms · Government Digital Services · High-scale User Systems · Complex Legacy Environments

People & Organisational Development: Hiring & Scaling Teams · Interview Process Design · Coaching & Mentorship · Engineering Culture Development · Team Development

Delivery & Execution: Delivery Management · Cycle Time Improvement · Process Optimisation · Predictability & Flow · Data Governance · Operational Improvement

Communication & Alignment: Stakeholder Management · Executive Communication · Technical Translation · Cross-team Alignment · Product Collaboration

Git: github.com/adrianestran