

Robert Wells

He/Him

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Hands-on product-focused engineering leader with 12+ years of experience building and scaling high-performing global teams. Track record of successfully launching 30+ products from inception to market with a focus on resilience, security, and exceptional user experience. Strategic advisor, published author (30,000+ readers), and mentor. With experience spanning fintech, SVOD, ecommerce, and games.

Experience

Head of Engineering > CTO

Apr 2024 – Present

Propelle

- Defined technical vision and architecture for a secure financial services platform, successfully launching a cross-platform investment app in 3 months while ensuring compliance with financial regulations.
- Implemented resilience-by-design principles, resulting in 99.95% platform uptime and robust security controls appropriate for financial services.
- Increased development cadence by 100% by implementing agentic workflows.
- Designed scalable data infrastructure for real-time analytics, reducing manual data processing by 90% and enabling data-driven decisions.
- Increased user conversion rates by 50% through A/B testing and optimising key app flows, including onboarding and paywall.
- Established CI/CD pipelines, reducing deployment time by 80% and decreasing production issues by 30%.
- Led strategic partnerships with vendors, integrating key APIs and services, reducing time to market by 3 weeks.

Head of Engineering > VP of Engineering

Apr 2022 – Apr 2024

Prickly Bear

- Led successful launch of 6 mobile apps and 100+ product updates, resulting in a 200% increase in user adoption and 40% day 7 retention.
- Grew the Engineering team from 0 to 12 Engineers, across Frontend, Mobile, Backend, and QA; enabling delivery of key milestones.
- Diversified revenue streams across mobile and web, doubling company revenue.
- Established DevOps culture and implemented CI/CD stack, reducing deployment time by 80%, enabling multiple daily deployments.
- Led pivotal tech migrations from monolithic to microservices architecture, resulting in a 95% increase in app stability, 43% improved response times, and enhanced security posture.

Software Engineering Manager

May 2020 – Apr 2022

Sandbox Kids

- Led client-side tech stack merger following acquisition of US kids companies Curious World and Kidomi, resulting in substantial cost savings of 4k p/m through service and framework consolidation.
- Built and managed recruitment pipeline, expanding team by 40%.
- Led the Engineering teams transition to remote, implementing processes and tools, reducing context-switching, and increasing the time engineers spent writing code by 1-2 hours daily.
- Implemented a comprehensive career progression framework, fostering continuous improvement, coaching, feedback, and performance assessment to enhance staff retention.

Senior Software Engineer

Mar 2019 – May 2020

Hopster

- Led development of games that topped engagement metrics with over 15,000 impressions in week 1.
- Created a partner authentication framework, resulting in a 70% reduction in integration time through effective collaboration with external partners.
- Implemented a data-driven, re-usable games engine enabling the Design team to update game functionality via a CMS, reducing time to market by 40%.
- Streamlined code review process and established best practices for a team of 5 engineers, reducing average code review turnaround from days to hours.
- Defined best practices within the broader Engineering team, including introducing Unit tests, building a CI/CD stack to reduce deployment time by 80%, and ensuring documentation creation was baked into tickets to increase knowledge sharing.

Founder

Oct 2014 – Mar 2019

that games guy

- Developed 30+ assets, tools, and game templates with over 50,000 downloads.
- Managed all aspects of company to achieve annual sales growth of 80%.
- Authored development tutorials and articles on AI read by 2500+ people weekly.
- Owned more than 40 production deployments with a 100% success rate.

Advisory Positions

Tech Advisory Board Member

Mar 2024 – Present

Packt

- Provide strategic direction on emerging technologies and industry best practices to shape the publishing content roadmap.
- Lead quarterly advisory sessions to evaluate market shifts, assess portfolio gaps, and recommend high-demand topics for future publications.
- Collaborate with authors and editors to refine technical content, ensuring accuracy and alignment with Packt's business and educational goals.

Volunteer Mentor

Jan 2025 – Present

Bright Futures UK

- Volunteer mentor for young people aged 12–24 with long term illnesses, providing guidance and support in their career development.
- Facilitate one-on-one sessions to help mentees build confidence, set goals, and develop essential skills for the workplace.
- Collaborate with local organisations to create opportunities for mentees, including internships and job shadowing experiences.

Skills

🔗 **Primary Languages:** C#, React[JS/Native], Unity, Node.js, .NET, C++, JS, TS, Flutter, Cocos2d-x, Obj-C, Java
📁 **Content Management:** Git, GitHub, Bitbucket
☁️ **Systems Engineering:** GCP [Cloud Run, App Engine, Compute], Firebase, Docker
🔄 **CI/CD:** GitHub Actions, Fastlane, Jenkins, Codemagic, Bitbucket
🗄️ **Databases:** Firestore, MongoDB, PostgreSQL

Publications

Unity by Example

- Author of Unity by Example: covering fundamentals to machine learning. Available for purchase at Amazon and Waterstones. Published by Packt and read by 30000+ people.

Education

BSc Honours, Computer Science (1st Class)

Middlesex University

2014

- Attained the highest grade in the school of Science and Engineering.