



DOMINIC TOWNSEND



PRODUCT · TECHNOLOGY · TRANSFORMATION · AI

I lead - I coach - I transform

Senior Product & Technology Leader with 25+ years' experience across hi-tech industries from embedded systems and networking to AI-first SaaS. I transform engineers into product builders, shifting teams from delivery-focused execution to **outcome-focused product leadership** through Pragilism: my blend of Pragmatic, Agile and Lean thinking, Design Thinking and the Product Operating Model.



OUTCOME FOCUSED

I lead teams from delivery execution to outcomes that matter for customers and the business.



PEOPLE FIRST

I build, coach and empower cross-functional product teams to do their best work.



PRAGMATIC

The right lever, at the right moment, for the right problem, never framework for its own sake.



FUTURE READY

I prepare engineers and leaders for the rapidly evolving AI-first landscape.

CAREER HIGHLIGHTS



25+

YEARS

Senior engineering & product leadership across hi-tech



1M+

CUSTOMERS

Reached across every product I've owned or led delivery for



+35

NPS GAIN

Verizon Connect compliance product, from <0 to 35+ in 18 months



8

SECTORS

SaaS, networking, medical, energy, controls, telecoms, silicon, fintech



10

LEADERSHIP ROLES

From senior engineer to Director & Associate Director



65+

10+ GLOBAL TEAMS

Engineers led across teams spanning NZ, US, UK, Europe & Asia

CORE STRENGTHS

- ➔ Engineer --> Product Builder
- 🧩 Product Operating Models & Strategy
- 📁 Budget, Risk & ROI Ownership
- 📦 Delivery & Transformation
- 🌐 Stakeholder & Executive Engagement
- 🏗️ Org Design & Governance
- 🔄 Capability Audits & Maturity Frameworks
- 🔪 Building Teams From Scratch
- 💬 Communication at All Levels
- 🔍 Regulated & Compliance-Critical Delivery
- ⚙️ Customer & Technical Translation
- ❤️ Brewing, Electronics & Woodwork

HOW I LEAD



LEAD WITH EMOTIONAL INTELLIGENCE

I build trust through empathy and self-awareness, so people bring me the real picture, not the version they think I want to hear.



FIX WHAT'S STALLED

I step into failed transformations and stuck agile-lean rollouts, diagnose why they stalled, and get them moving again.



OWN THE WHOLE BUSINESS CASE

Budget, resourcing and risk sit alongside the roadmap, not after it, I'm accountable for ROI, not just delivery.



DESIGN CAREER PATHWAYS

I build structured development frameworks so growth from Graduate to Principal is designed, not left to chance.



STEER BY EVIDENCE

I prioritise and decide by data, not by whoever's loudest in the room, and adjust course as the evidence changes.



IMPROVE THE SYSTEM, NOT JUST THE SYMPTOM

I look for what's structurally slowing a team down and fix the process, not just firefight what's in front of us.



CONTINUOUS LEARNING



EVIDENCE-BASED DECISIONS



AUTONOMY & ACCOUNTABILITY



OUTCOMES OVER OUTPUT

2025 – Present

Phocas Software • NZ

Software Engineering Leader • Product & AI Engineering

Lead four cross-functional teams on AI-enabled FP&A SaaS under an Inspired product operating model; grew engineers Graduate→Principal; built internal AI tools incl. training small LLMs, and streamlined my own admin with AI tooling.

2023 – 2024

Verizon Connect • NZ

Associate Director, Software Development • Head of Compliance

Owned strategy & delivery for the Compliance unit (~50 reports across NZ/US/India); ELD products connecting 1M+ vehicles; drove Continuous Delivery via build/test automation, lifting NPS from <0 to 35+ in 18 months.

2021 – 2023

Voyager Internet • NZ

Software Practice Lead • Software & Testing

Built and led 14 engineers across four squads on broadband/VOIP platforms; established an automation-first testing practice and fit-for-purpose agile ways of working.

2018 – 2021

CCL & Leaven • NZ

Delivery Lead • Agile–Lean Coach • Principal CSI Manager

Led agile delivery across cloud & transformation engagements; stood up the Principal Continual Service Improvement function with ROI-led governance. Worked with C-Suite to understand and streamline their work.

2017 – 2018

ARANZ Medical • NZ

Director of Engineering

Directed 26+ engineers across software, electronics, firmware, research & test in a regulated medical-device environment; recovered delayed wound-imaging products to market in ~2 months.

2014 – 2017

Cavotec MoorMaster • NZ

Controls Team Leader • Industrial Automation & HMI

Led 8–12 controls engineers on PLC/HMI high-voltage mooring automation; Agile/Lean adoption removed 100s of hours of rework and supported global FAT/SAT commissioning.

2011 – 2014

Samsung, Cambridge • UK

Senior Manager • Radio Firmware Group (Wi-Fi & Bluetooth)

Led 20+ engineers across UK/Denmark/India/NZ delivering WLAN/BT silicon firmware; cut prototype cycle time from 6 months to 2 weeks (\$100Ks saved) through the CSR→Samsung transition.

2008 – 2011

WhisperTech • NZ

Principal Engineer • Software & Electronics

Technical lead for embedded firmware & power electronics on micro-CHP control systems; re-architected safety-critical firmware and built a PC-based test harness with engine simulation.

2001 – 2008

Allied Telesis Labs • NZ

Software Department Manager

Progressed from senior engineer to department leadership; led up to seven managers and ~65 engineers on L2/L3 networking firmware; turned around two stalled product deliveries on time and to budget via early agile adoption.

1996 – 2001

Lincoln Ventures (now Lincoln Agritech) • NZ

Research & Development Engineer

Delivered applied R&D for industry & research partners; contributed to an image-based sensor using CMOS cameras & DSP for Lift Doors, generating valuable IP.

EDUCATION

Master of Electronic Engineering (MEng), University of Hull, 2000

Postgraduate Diploma (DipEng), Environmental & Ecological Electronic Engineering

Bachelor of Electronic Engineering (BEng, Hons), University of Hull, 1994