

## Contact

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(LinkedIn)

## Top Skills

Strategic Planning

Strategic Vision

Software Development

## Languages

Italian

English

Maltese

## Certifications

Certified Scrum Master

LAS3019 - Blockchain and Smart  
Contract Programming

Certified Distributed Management  
Program

LAS3006 - Extreme Java  
Development

Certified Agile Leadership Essentials

# Roderick Cassar

Head of Product Development (Mobile Apps) | Technology | Product  
Growth | Entrepreneurship | Digital Strategy | CSM | CSPO |  
Multinational Remote Teams

Malta

## Summary

Dedicated to driving innovation and results in the dynamic landscape of product development, I am a seasoned professional with a proven track record of transforming product portfolios for tangible business impact. As a strategic leader, I have successfully solidified Betsson's Mobile Apps portfolio, resulting in a remarkable 40% increase in mobile revenue and a commendable 30% cost reduction within the Mobile Apps area, whilst achieving a 17% growth in the team.

My passion lies in leveraging technology to create meaningful and user-centric experiences that not only meet but exceed business objectives. With a keen eye for market trends and a commitment to excellence, I have consistently demonstrated the ability to lead high-performing teams and deliver results that resonate with both customers and stakeholders.

Throughout my career, I have thrived on challenges, embracing each opportunity to optimise processes, enhance product offerings, and contribute to organisational growth. I bring a unique blend of strategic vision, technical expertise, and leadership acumen to the table, making a lasting impact on the bottom line.

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## Experience

Betsson Group

Head Of Product Development (Mobile Apps)

June 2022 - Present (1 year 9 months)

Ta' Xbiex, Malta

- Own and responsible for the Product Vision and KPIs of the native apps;
- Overall responsibility for setting vision, mission and goals for the mobile apps (together with team and key stakeholders);
- Ensures that collaboration and partnership with stakeholders is continuous and evolving;

- Ensuring all teams have the right knowledge, tools and possibility to set the roadmap for the native apps and manage their own backlogs;
- Making sure the area has a well-balanced roadmap between internal innovation and external demands;
- Build and coach the area, in order to deliver on the goals and user needs with a lean and genuine agile mindset;
- A passion for achieving the best possible company culture for the teams.

## Raketech

5 years 5 months

### Head of Development & Strategic Projects

January 2019 - May 2022 (3 years 5 months)

Malta

I'm tasked with establishing the structure and framework for the management of the company's portfolio of strategic projects, working closely with the COO.

- Manage Development Managers and the technical strategy;
- Support the COO in establishing the Portfolio Project Management (PPM) structure and framework and subsequently manage the strategic project portfolio;
- Managing the portfolio to ensure it remains aligned to the strategic objectives and optimised to ensure maximum return on investment;
- Provide Change Management expertise and support to strategic project leads;
- Monitoring progress, conducting periodic portfolio reviews and reporting progress on a regular basis;
- Establish Project and Programme Management standards and supporting tools and techniques;
- Responsible for all professional domains of Software Engineering, such as Development, QA, Agile Methodology, overall Software Development Lifecycle and the implementation and oversight of its corresponding controls.

### Head Of Software Development

January 2017 - January 2019 (2 years 1 month)

Malta

- Handling of all recruitment within the department covering DevOPS, QA & Automation, Frontend and Backend developers;
- Technical leadership, direction and mentoring for multi-disciplined software focused teams;
- People Management duties including team and 1-1 meetings, motivating, developing members' skills and performance management;

- Liaise with CPO on opportunities for application and process improvements;
- Transformed teams to start using Scrum Methodologies, enabling better performance and results;
- Built the foundation of our products for future scalability;
- Instrumental in the transformation of the company to become more Agile
- Hands-on with development, devops and QA tasks

## Tipico Ltd.

3 years 10 months

### Head Of Software Development

October 2014 - January 2017 (2 years 4 months)

Malta

Head of Software Development, having built a software team, covering frontend and backend development, quality assurance and automation, devops together with software architecture. I lead software developers and also act as their Agile Coach, whilst managing key complex business projects aimed to improve the mobile sportsbook app, offering customers an experience that exceeds their needs and expectations.

- Manage product development budget, resource allocation and scheduling.
- Instrumental to the implementation of Agile approaches.
- Reviewed and improved workflows and processes to enable CoD release system, being continuously reviewed and improved to make it even faster and efficient.
- Recruit and mentor a multi-cultural team of software engineers.
- Lead planning and execution of project work plans, making ongoing revisions to meet changing needs.
- Collaborate with cross-functional teams in remote locations to build software architectures that resolve complex business problems.
- Oversee solutions development initiatives utilising input from consultants and technology vendors.
- Work with senior management and executives to develop cohesive plans for the development of innovative software products.

### Technology Stack included:

- Java, Spring, Hibernate, HTML, CSS, SASS/LESS, Javascript (jQuery, Angular 1.4), GWT, REST API, JSON, Responsive Design, Mobile Web development
- JBoss, Maven, Bower, Linux

- Jenkins; GIT
- MySQL
- JIRA & Confluence

Lead Product Owner - Desktop | Mobile | Tablet  
October 2013 - September 2014 (1 year)

- Lead product owner for all the digital online channels of Tipico, managing a team of Product Owners to drive forward the online brand identity, improving the awareness and loyalty of customers.
- Lead the Products' Strategy through strong roadmaps where modernisation, extension of feature-footprint and innovation were some of the key development work streams. I have used my knowledge, passion and experience to deliver best-in-class, intuitive, feature-rich and top performing sport products across all digital channels (desktop, mobiles – native apps, HTML5 – and tablets) as well as deliver, in close collaboration with Marketing and CRM teams, tailor-made betting and marketing services across all regions where Tipico has gaming and betting operations.
- Responsible for both sportsbook and casino, each having their own KPIs.
- Lead a team of professional product owners, delegating work amongst the team and enhancing their skillset.
- Manage all online enhancements, across all domains.
- Lead online projects and managed the product backlog, including prioritisation together with the development teams.
- Created a foundation for the prioritization to be data driven.
- Analyze ways of improving the system, ensuring an even better service to customers, and basing it on customer feedback and outcomes.
- Working with key stakeholders and gathering business requirements.
- Creating roadmaps, timelines, product and market specifications, inline with Company's goals & capabilities.
- Oversee and ensure a healthy relationship with the development teams.
- Demand Management and Scenario Analysis.
- Competitor Analysis.
- Creating working prototypes for new features, running A/B testing with focus groups.
- Optimizing back-office user experience.
- Release management in collaboration with development teams.

Team Leader - QA Automation  
April 2013 - October 2013 (7 months)

As a new comer into the iGaming world, I joined as a team leader for QA Automation, which role covered the drive into automating the tests for all online channels, and thus gathering a lot of knowledge on gaming and the system itself.

- Lead a team of testers, responsible for all online channels, covering functions on web, mobile and tablet applications to ensure a consistent high quality.
- Improve and develop a professional test process for integration tests.
- Create automated tests that will be used by the developers to ensure all commits to GIT ensures system quality and robustness.
- Handles all technical issues coming from other departments together with the development teams
- Work closely with the (remote) development teams on low-level performance improvements for users to have better response times.
- Manage and oversee all production deployments.
- Establishing work procedures and processes that support company and departmental standards, procedures, and strategic directives.

## Freelance

ICT Lecturer (part-time)

July 2003 - October 2013 (10 years 4 months)

Malta

Taught various students at different levels and age groups, covering:

- JAVA Programming - A'Level
- JAVA Programming - Advanced
- Objective C
- C#
- VB.NET
- Matlab
- Python
- PHP
- Databases (MySQL)
- Web Programming (HTML, CSS, Javascript)
- A'Level Computing (MATSEC)
- ECDL courses
- Advanced ECDL
- Microsoft Office Specialist Courses
- Other custom courses tailored for University students doing either an undergraduate degree or postgraduate degree.

## Crimsonwing

8 years 9 months

Technical Architect; eCommerce Consultant

August 2011 - April 2013 (1 year 9 months)

Malta

- Software Architect on multiple enterprise eCommerce projects, including both B2B and B2C.
- Responsible for the all projects assigned, from gathering user requirements till releasing the project on the production servers.
- Formation of software teams, selection of approaches, technologies, methodologies, including all software plans, documents, reviews and resourcing.
- Architecture development, selection of middleware, technologies, design patterns and the creation of user stories with the clients.
- Software technical leadership, architectural and design authority and mentoring.
- Achievement for the successful delivery of projects to customers' required timescales and on budget, going live with high customer satisfaction.
- Design, coding, test and release.
- Technology Stack includes: Tomcat; Java; Oracle; HTML; CSS; XML; JAXB; Google Guice ... amongst others used.
  
- Clients included:
  - o Avnet ([www.avnet.com](http://www.avnet.com))
  - o GoPro ([www.gopro.com](http://www.gopro.com))
  - o Polymedia ([www.polymedia.it](http://www.polymedia.it))
  - o Bugaboo ([www.bugaboo.nl](http://www.bugaboo.nl))
  - o Pandora ([www.pandora.net](http://www.pandora.net))

## Senior Software Developer

August 2007 - July 2011 (4 years)

Malta

- Work directly with clients in designing complex eCommerce systems or portions of such systems.
- Meeting with the clients (on-site mainly in U.K., Holland, Germany and Italy) to gather requirements.
- Developing technical specification documents including the estimated-effort of such systems.
- Integration of new functionalities with other third party systems (including integrations based on SSL authentication).

- Reviewing detailed technical solutions and coding to ensure scalability, performance and maintainability.
- Assigning tasks to other members of the team, mentoring them and reviewing their work.
- Ensuring development is at the right level of quality expected by both the customer and ISO Audits.
- Planning and undertaking both unit and system testing.
- Planning of implementations (the latter done either remotely or at client's site) in a timely manner and leading such implementations.
- Install or maintain complex applications systems or complex software packages, which require knowledge of interfaces and its impact on users (including system and/or data migrations).
- Reporting directly to the Project Manager regarding project issues, change requests and possible risks.

- Clients included:

- o GStar B2B Portal ([b2b.g-star.com](http://b2b.g-star.com))
- o Free Record Shop ([www.freerecordshop.nl](http://www.freerecordshop.nl))
- o Williams Lea ([immedia.williamslea.com](http://immedia.williamslea.com))

#### Software Developer

August 2004 - August 2007 (3 years 1 month)

- Manage eCommerce suits based on the Intershop platform\*, based on a 3-tier architecture consisting of: Web tier; Application tier; Data tier;
- Developed and enhanced scalable systems, including Cluster Management, to meet client's requirements;
- Design enhancements / changes to existing systems.
- Design, implement and document new features and customisations.
- Creation of test scripts to ensure that the system adheres to the requirements.
- Created and updated payment gateways, sometimes integrating with new third party payment systems.
- Install and maintain operating systems software and e-business solutions in a relatively homogeneous computing environment or assist in installing and maintaining operating systems software in a complex and diversified computing environment, e.g. operating systems, database software, data communication/network software, and utility software.

- Clients included:
  - o ECI ([www.eci.nl](http://www.eci.nl))
  - o Kingfieldheath (<http://www.kingfieldheath.com>)
  - o Furla ([www.furla.com](http://www.furla.com))
  - o Loriblu ([www.loriblu.it](http://www.loriblu.it))
  - o Diego Della Palma (<http://www.diegodallapalma.com>)

\* <https://support.intershop.com/kb/index.php/Display/276B90>

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## Education

### L-Università ta' Malta

B.Com (Hons), Management · (2003 - 2004)

### L-Università ta' Malta

B.Sc., Business & Computing · (2000 - 2003)

### De La Salle Sixth Form

Post Secondary, Accounts (A), Computer Studies (A), Economics (I), Pure Maths (I), Maltese (I), Systems of Knowledge · (1998 - 2000)