

IBRAHIM ABDALLA

CTO | Product, Data & AI Leadership | Building Scalable Platforms and Driving Strategic Business Outcomes

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ABOUT

Chief Technology Officer leading product, data, AI, and technology across high-growth platforms and complex operating environments. Proven in aligning technology to commercial outcomes, scaling customer-facing products, and driving product-led transformation. Experienced in embedding AI into customer and business workflows, modernising delivery practices, and advising C-level executives on strategic decisions. Focused on impact, clarity, and leading teams to deliver measurable results.

EXPERIENCE

Chief Technology Officer (CTO)

BRKZ | MENA Region

06/2025 - Present

A B2B marketplace for construction materials. Own product, data, AI and technology, driving efficiency, impact and alignment across fintech, marketplace and internal systems.

- Delivered company-wide measurable OKRs, aligning Technology to CEO & board priorities
- Assessed business, product and technology to shape a digital strategy anchored in operational efficiency, leading executive alignment on near-term focus.
- Introduced a North Star Metric: tying OKRs to impact, cost & adoption to realign roadmap.
- Developed an AI adoption plan, including pilot automation use cases, hiring strategy and engineering efficiency focus

Director of Technology (Functioning as CTO for Kayo, BINGE & Foxtel Media)

Foxtel Group (Streaming & Advertising)

10/2020 - 05/2025

Directed technology Streaming & Advertising, reporting to the Group CTO & Division CEO. Acted as CTO across Kayo, BINGE & Foxtel Media, owning product, platform & engineering.

- Aligned technology with business strategy, managing an \$80M+ budget & 250+ team while shaping roadmaps to drive customer value, engagement, retention & growth.
- Drove subscriber growth to 3M+ across Kayo & BINGE, increasing ad revenue 40% (\$250M+) & tripling ad serve rates through platform & product improvements.
- Architected AI & big data strategy to personalise customer experience, improve retention & increase engineering efficiency through AI adoption & automation.
- Reduced tech churn 58%, cutting 10,000 cancellations & mitigating 70,000 with 'Uninterrupted Streams' metric, cutting complaints 85% & improving retention.
- Improved platform stability & customer experience, reducing app complaints 35%, lifting app ratings from 1.7 to over 3.0 & scaling systems for peak demand.
- Delivered end-to-end e-commerce platform using Salesforce, enabling cross-sell, partner integrations & new revenue channels.
- Architected DevOps pipeline migrating on-premise to GitHub & AWS Mac, cutting build times from 6 hours to 10 minutes & release cycles from 3 months to 2 weeks.
- Scaled engineering to offshore delivery centres, maintaining quality & continuity while reducing costs 20%.
- Redesigned operating model & restructured teams, introducing individual contributor track & rebalancing internal & external resources, increasing efficiency 18%.
- Built high-performing teams, scaling leaders & driving accountability.
- Led shift to product-led organisation, aligning C-suite priorities & cross-functional teams around customer value & delivery efficiency, improving speed to market.
- Built financial frameworks & resource planning, streamlining labour costs & improving alignment with finance.
- Developed cybersecurity frameworks to meet global compliance standards & protect millions of user accounts.

CREDENTIALS

Leadership & Executive Programs

- Executive Leadership, Rupert Murdoch Fellowship, Melbourne Business School (2024)
- Rising Leaders Forum, McKinsey & Company (2023)

Education

- Bachelor of Science in IT (Enterprise Systems), University of Technology Sydney, Australia (2014)
- Diploma in Professional Practice, University of Technology Sydney, Australia (2014)

Technical Certifications

- AWS Certified Solutions Architect
- Akamai Advanced Web Performance & Offload
- Akamai Kona Site Defender
- Akamai Media Delivery Foundations

SKILLS & TOOLS

Strategic Leadership

- Executive Management & Digital Transformation
- Technology Strategy & Roadmap Development
- Budget Optimisation & Financial Oversight
- Vendor Management & Strategic Partnerships
- Product Development & Team Scaling
- Change & Organisational Transformation
- Global Team Leadership & Distributed Workforce Management
- Team Leadership, Mentorship, Succession Planning

Certification & Tools

- AWS Certified Solutions Architect Associate
- Akamai Technologies: Web Performance, Kona Site Defender, Media Delivery
- Salesforce CRM Platform
- Adobe Suite: Marketing Cloud, Analytics, Target
- Programming Languages: Python, JavaScript, PHP, Kotlin

EXPERIENCE

Solutions Architect

BINGE

10/2019 - 09/2020

Led Binge's launch with the Chief Product Officer, aligning with executive stakeholders.

- Architected a scalable platform using AWS and Kubernetes for 10,000+ hours of content at launch, expanding to 20,000+ hours within 12 months, guiding an 80+ engineering team
- Implemented a microservices architecture using Kubernetes, transforming legacy systems to support rapid user growth, boosting platform reliability by 35%
- Expanded integration of subscription management systems and device compatibility for various platforms, driving subscriber growth to over 300,000 by September 2020.
- Ensured platform security using Akamai Security and Bot Management and integrated Digital Rights Management (DRM), and compliance with studio rules.

Solutions Architect

Kayo Sports

10/2018 - 09/2019

Led Kayo's launch with the Chief Product Officer, aligning with executive stakeholders.

- Architected a cloud platform on AWS for 30,000+ hours of content, leveraging partnership with Cricket Australia, driving subscriber growth from 100,000 to 400,000+ Year 1.
- Designed identity, acquisition, & subscription systems and streaming for 50+ sports, leveraging dual CDNs (Akamai and AWS) for high concurrency and low-latency streaming.
- Scaled infrastructure for peak events, supporting hundreds of thousands of users while leading and guiding 80+ engineering team.

Solutions Architect

FOX SPORTS Australia

08/2016 - 09/2018

Led tech strategy and architecture, providing technical leadership to 40+ engineers.

- Launched new OTT products (WatchAFL, WatchNRL) leveraging strategic partnerships with the AFL and NRL, opening new markets and generating new revenue streams.
- Consolidated 4 on-premise platforms into an AWS cloud-based solution and migrated real-time messaging from Parse (Facebook) to Braze (Appboy), reducing costs by 20% while enhancing scalability, engagement, and performance for 4M+ customers.

Web Engineering Manager

FOX SPORTS Australia

08/2011 - 07/2016

Scaled web engineering team from 1 to 10 and led FOX SPORTS' digital transformation.

- Delivered a multi-year roadmap for 4 platforms, achieving 200% traffic growth & improved user experience through a full-stack re-architecture using React, Node, and AWS.
- Implemented agile & DevOps, boosting productivity 30% & reducing time-to-market 40%.
- Developed a user acquisition strategy, streamlining registration and paywall systems to increase conversions and revenue.

Web Engineering Manager

truelogic

05/2008 - 08/2011

Led retail e-commerce development, modernising platforms & processes in a digital agency

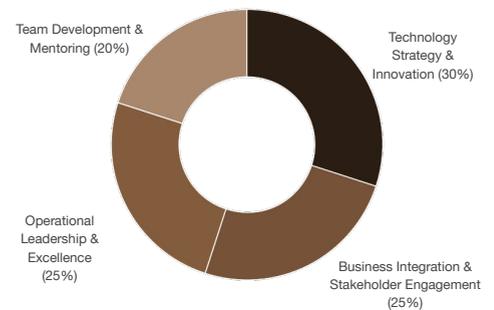
- Modernised e-commerce platforms, increasing online conversion rates by 30%
- Implemented agile, improving team efficiency by 25% & reducing time-to-market for projects

SKILLS & TOOLS

Technical Expertise

- Cloud Architecture, DevOps & Serverless (AWS, Docker, Kubernetes)
- AI, Data Analytics & Big Data (PySpark, Glue, Redshift)
- Microservices, API Design & SaaS (GraphQL, REST)
- OTT Media & Streaming
- Martech & CRM Tools (Braze, Klaviyo, Airtable, Salesforce)
- Data Visualisation & Monitoring (ELK Stack, Tableau, Power BI)
- Enterprise Architecture, Cybersecurity & Compliance (DRM, Akamai, AWS, Nullify)

WHERE I SPEND TIME



INDUSTRY INSIGHTS

- [ThoughtWorks](#): Cloud strategies for streaming scalability, aligned with my work on Hubbl.
- [X-Team](#): Aligning tech with business goals, reflecting my innovations driving 40% ad revenue growth.
- [Kayo CEO](#): AI-driven personalisation, echoing my success in boosting subscribers to 3M+ and ad serve rates by 300%.

VENTURES

Chief Technology Officer, Co-Founder

Led technology innovation for startups across healthcare, automotive, fintech, social, and marketing sectors, delivering scalable solutions and driving business growth.

- Developed AI algorithms, big data platforms, and machine learning products to address key business needs.
- Launched full-scale platforms with rapid adoption and high user engagement.
- Built secure payment systems, analytics engines, and customer-focused applications, driving market success.