

# IBRAHIM ABDALLA

Technology Executive | Scale-Up CTO | AI, Cloud & Product Solutions | Driving Transformation, Enterprise Strategy, & Scalable Growth

+61 410 745 441

ibbyya@gmail.com

ibbyya.tech

Sydney, Australia

## ABOUT

Senior Technology Executive with extensive experience leading large-scale technology strategies and transformations across global teams. Proven success in scaling flagship products like Kayo Sports, BINGE, & Foxtel Media, driving business growth by aligning technology with commercial goals. Skilled in leveraging AI, cloud platforms, and data analytics to deliver scalable solutions while leading global cross-functional teams. Adept at advising C-level executives, fostering innovation, and driving measurable improvements in operational efficiency, customer retention, and revenue growth.

## EXPERIENCE

### Director of Technology

#### Foxtel Group (Streaming & Advertising)

10/2020 - Present

Leading technology for the Streaming and Advertising division, reporting to both the Group CTO & CEO of Streaming & Advertising. I drive innovation, growth, and operational excellence across flagship products, including Kayo Sports, BINGE, & Foxtel Media, leading a team of 250+ professionals to deliver measurable business impact.

- Led strategic initiatives, advising C-levels on aligning technology with business goals while managing an \$80M+ budget, driving customer value, engagement, retention, and revenue growth across multiple product roadmaps.
- Architected a data strategy leveraging AI & big data platforms for hyper-personalisation, improving engineering efficiency & customer retention through targeted, data-driven decisions.
- Drove subscriber growth to 3M+ across Kayo and BINGE, increasing ad revenue by 40% (\$250M+) & ad serve rates by 300% through customer-first innovations & platform enhancements.
- Addressed a 58% increase in tech-related churn, reducing 10,000 cancellations and mitigating 70,000 potential churn. Introduced the "Uninterrupted Streams" metric, reducing complaints by 85%, improving retention and product performance.
- Elevated platform stability & customer experience, achieving a 35% drop in complaints & improving app ratings from 1.7 to over 3 stars, scaling systems to perform under peak demand.
- Led the launch of the Hubbl product, utilising Salesforce for e-commerce & customer systems, enabling cross-selling & third-party integrations that unlocked new revenue streams.
- Architected an enterprise-level DevOps pipeline, migrating from on-premise to GitHub & AWS Mac instances, reducing build times from 6 hours to 10 minutes, and cutting release cycles from 3 months to 2 weeks.
- Scaled engineering & tech functions to offshore delivery centres, ensuring high standards, knowledge transfer, & continuity in quality outcomes, driving 20% cost optimisations.
- Designed and executed team restructuring, introducing an individual contributor track (e.g., Staff Engineer) and balancing internal/external resources, improving efficiency by 18%.
- Mentored emerging leaders, fostering a culture of growth and accountability, ensuring a pipeline of talent to drive future success.
- Led the transformational shift to a product-led organisation, advising C-suite on aligning priorities & cross-functional teams with customer value creation, improving efficiency & experience.
- Established financial frameworks for resource allocation & CAPEX tracking, optimising tech labour costs & reconciling with finance to enhance budget management & work profiles.
- Developed and executed cybersecurity frameworks, ensuring compliance with global standards and protecting millions of user accounts across platforms through robust security measures.

## 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

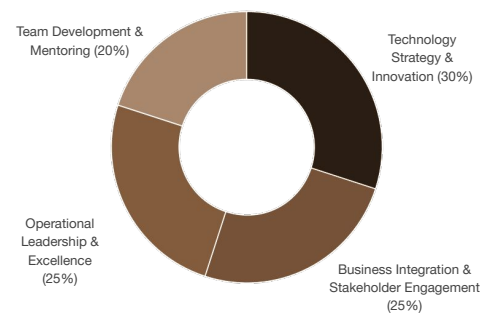
- Modernised e-commerce platforms, increasing online conversion rates by 30%
- Implemented agile, improving team efficiency by 25% & reducing time-to-market for projects

# 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.