

Robin Osborne

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Executive Summary

Versatile Technical Leader with over two decades of experience spanning software engineering, solution architecture, and technical leadership. Microsoft AI MVP from 2017-2019, specializing in chatbots and cognitive services. Certified AWS Cloud Practitioner (2024). Proven track record in optimizing high-availability systems, implementing observability strategies, and driving performance improvements across digital platforms. Adept at bridging technical and business needs, fostering innovation, and leading teams through complex transformations.

Core Competencies

- Solution Architecture & System Design
- Technical Leadership & Team Management
- Performance Optimization & Observability strategies
- Web Performance & Core Web Vitals
- DevOps & Continuous Delivery
- AI & Chatbot Development
- Legacy System Modernization

Key Achievements

- Led performance optimization at Burberry, achieving >30% YoY improvement in key metrics like LCP and TFFB globally.
- Defined and implemented Observability Strategy at Selfridges, aligning teams and stakeholders to reduce Mean Time to Discovery (MTTD) and Mean Time to Recovery (MTTR).
- Developed an innovative Chat Bot using Microsoft's BotFramework and LUIS at Just Eat, significantly reducing call center load.
- Streamlined development processes and automated complex tasks as VP Engineering at Mailcloud, enhancing team efficiency in a startup environment.

Expertise Areas

Solution Architecture & Performance Optimization

- Designed China-first Hosting Strategy for Burberry, addressing unique technical challenges of the Chinese market.
- Architected transition from monolith to microservices and micro-frontends at Burberry, improving scalability and performance.
- Implemented Observability Strategy at Selfridges, enhancing telemetry and fostering a culture of observability awareness.

Technical Leadership & Innovation

- Led globally distributed teams at Mailcloud, evolving development processes to balance founder's vision with engineering efficiency.

- Defined in-house/near-shore team structure at Burberry, scaling technical capabilities as projects expanded.
- Mentored and upskilled development teams, fostering a DevOps culture and lean thinking approach.

Software Engineering & DevOps

- Extensive experience with C#, Node.js, JavaScript, AWS, Azure, Terraform, SQL, NoSQL, and MicroServices.
- Developed across various platforms including web, Android, and iOS at Mailcloud.
- Implemented ChatOps for task automation and used PowerShell for system automation.

Technical Skills Matrix

Languages	Frameworks	Cloud Platforms	Methodologies
C#	.NET	AWS	Agile
JavaScript	Node.js	Azure	DevOps
Ruby	BotFramework		CI/CD
PowerShell			Microservices

Certifications & Thought Leadership

- Microsoft AI MVP (2017-2019), specializing in chatbots and cognitive services
- Certified AWS Cloud Practitioner (2024)
- Founded and ran the London BotFramework meetup
- Speaker at Velocity Conference (EU & NY), OSCON (EU), and various tech meetups
- Topics include web performance optimization, automation, and emerging technologies

Professional Experience

- Selfridges, Observability Architect (Consultant): Jan 24 – Apr 24
- Burberry, Performance Architect / Solution Architect (Consultant): Jan 18 – Jan 24
- Just Eat, Senior Engineer (Consultant): Nov 15 – Nov 17
- Mailcloud, VP Engineering (Consultant): Feb 14 - Oct 15
- ASOS, Programme Architect (Consultant): Apr 13 - Jan 14
- Charles Tyrwhitt, Tech Lead, Software Development Manager: Aug 11 - Feb 13
- ASOS, Tech Lead: Jan 06 - Aug 11

Education

University of Essex - Computer Science (1997 – 1999)