

STUART HARRY GREIG - CURRICULUM VITAE

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Optimizely OMVP and Strategic Technical Leader with over 17 years of experience driving large-scale digital transformations across the Microsoft stack. Specialising in bridging the gap between complex architectural requirements and business-critical delivery. Leveraging deep expertise in Optimizely, Umbraco, and Kontent.ai to build high-performing, robust and scalable web experiences.

2024 - PRESENT	.NET LEAD - THE MTM AGENCY
2022 - 2024	PRINCIPAL DEVELOPER - THE MTM AGENCY
2019 - 2022	SENIOR DEVELOPER - THE MTM AGENCY

As a lead technical authority and Optimizely OMVP, driving the architectural vision and delivery for the agency's most complex enterprise clients. Bridging the gap between high-level consultancy and hands-on engineering, ensuring the successful deployment of scalable, future-proof digital experiences.

CORE RESPONSIBILITIES

- Lead Architect for global digital transformations, managing cross-functional teams and ensuring technical excellence across the .NET 10 stack
- Pioneering the agency's headless offerings by engineering a proprietary Headless SDK for Umbraco and architecting high-performance headless implementations for Optimizely and Kontent.ai
- Partnering with the leadership team on high-stakes pitches and pre-sales consultancy, translating complex business requirements into winning technical roadmaps
- While primarily focused on backend architecture, overseeing the frontend lifecycle to ensure seamless API integration and optimal performance
- Driving agency-wide digital transformation by implementing AI-driven business processes that streamline internal workflows and increase delivery speed

TECHNICAL STACK

- Optimizely (OMVP), Umbraco, Kontent.ai
- .NET 10, C# .NET Core, Azure (Functions, Blob, SQL, Redis, Cognitive Search), Entity Framework, GraphQL
- Semantic Kernel, Azure OpenAI Service
- Nuxt 3, Vue 3, TypeScript
- Docker, Kubernetes, Grafana, CI/CD Pipelines, BDD, SpecFlow, Playwright
- Azure Devops, Github, Elastic logging

KEY PROJECTS:

- <https://www.ineos.com/>
- <https://www.osrl.com/>
- <https://ciltuk.org.uk/>
- <https://www.ineosgrenadiers.com/>
- <https://app.nautilusssr.com/>
- <https://www.englishhockey.co.uk/>
- <https://www.tssa.org.uk/>
- <https://careers.ineos.com/>

REFERENCES

Details of referees available on request

STUART HARRY GREIG - CURRICULUM VITAE

2017 – 2019

WEB APPLICATIONS DEVELOPER - NAVICO

Recruited as the founding developer to strategically transition development from external agencies to a high-performing in-house team.

Architected and delivered a unified global e-commerce platform for Navico's brands Lowrance, Simrad, and B&G.

CORE RESPONSIBILITIES

- Led the development and deployment of Optimizely CMS & Commerce across three distinct brands, managing the complexities of multi-site, multi-currency, and global localisation
- Played a pivotal role in moving the business away from agency reliance, coordinated the development roadmap and mentored a growing internal team of developers
- Managed the full release lifecycle and environmental configurations on the Optimizely DXP platform, coordinating closely with Optimizely support to ensure optimal performance and stability for global traffic
- Engineered complex integrations between the web layer and core business systems, including Dynamics CRM, BizTalk, Logic Apps, and Azure AD B2C
- Acted as the technical bridge between engineering and the Global Marketing and Content teams to ensure the platform met evolving commercial requirements

TECHNICAL STACK

- Optimizely (EpiServer) CMS & Commerce, ASP.NET MVC
- Optimizely DXP, Logic Apps, Active Directory B2C
- Dynamics CRM, BizTalk
- Angular, TypeScript, SASS, Gulp

2014 – 2017

IMPLEMENTATION CONSULTANT – AAREON UK (FORMERLY 1ST TOUCH LTD)

Delivered bespoke mobile applications and web portals for housing associations across the UK and Europe. Focused on business process automation and high-stakes system integration

- Translated complex stakeholder requirements into technical roadmaps, providing business analysis and training for international clients
- Architected C# and WCF services to bridge third-party APIs and legacy systems across MSSQL, MySQL, and Oracle environments
- Developed cross-platform mobile solutions (Java/TypeScript) and ASP.NET web applications

2009 - 2014

JUNIOR DEVELOPER TO PRINCIPAL CONSULTANT – FURLONG BUSINESS SOLUTIONS

Rapidly progressed from junior developer to managing the development and mentoring of a team for 'SchoolBase', a Management Information System (MIS) aimed at private schools

- Led the architectural transition from legacy Web Forms/VB.NET to ASP.NET MVC and C#
- C#, SQL Server, WPF, iOS Objective-C, JQuery, Bootstrap, Knockout

CERTIFICATIONS

- **Optimizely:** MVP Technology Silver, Technical Architect Accredited, PaaS CMS Certified Developer, Certified Content Cloud Developer, SME Content Cloud Developer Platinum, PaaS CMS Certified Administrator, Optimizely Opal Certified Administrator, Optimizely Opal Tools Certified, Experimentation Strategy & Implementation Bootcamp, One Sales Accredited, One Technical Sales Accredited
- **Kontent.ai:** Developer Certification, Business Qualification
- **Microsoft:** Certified Solutions Associate: Web Applications Charter Member, MCSD Web Applications, MCSA Windows Server, MCITP - Enterprise Administrator on Windows Server 2008, MCTS - SQL Server 2008 Database Development & Implementation
- **Other:** Agile Project Management Foundation & Practitioner, CompTIA A+

EDUCATION

BSc Hons Computer Science University of Southampton

Dissertation project "Neural Computing on a Graphics Processor using CUDA"