Edward Prentice

Personal Profile

Accomplished business leader and seasoned technologist with over a decade of experience. As a COO and business leader, I have scaled a company from €60m to €180m. As a consultant I've developed multiple 6-figure client relationships.

An entrepreneur at heart I embrace bold decisions, finding solutions and bringing the energy required to get the job done. Passionate about building shared values with inclusive and diverse teams, I believe good leadership is collaborative and transparent.

C-Suite Experience

- Scaled a cryptocurrency exchange from a valuation of €60m, a single office and ~30 people to a valuation of €180m, multiple offices and over 80 people. I grew the Executive Team from 2 to 4 and initiated the company board. Recruited and established a People Operations team to support and achieve ~2.5x headcount growth within a year as well as set performance levels within appropriate departments. Working across all areas of the business to build capability, nurture and empower in-house talent and set company wide structure, mission alignment and KPIs.

- Streamlined our existing operations by building multiple strategic partnerships with companies including Salv, Snowflake, Looker, Mooncascade, OCRLabs and Fireblocks. I designed and led development of our in-house risk model including testing and analysing the performance using multivariate regressions. I significantly reduced our average KYC processing time through delivery of bespoke automation. I moved over 85% of our customer support queries to automated solutions by strengthening our relationships with Chainalysis and Intercom to better serve our platform needs. I lead the design and development of our data platform, deploying a best in class architecture to deliver a strategic asset to serve current and future business needs.

Consulting Experience

- Worked with a large client to improve their CRM and data platform, enabling the client to drive customer engagement and increase retention. This also enabled data based decision making in order to develop more sophisticated promotions, offers and timely recommendations.

- Lead a 6-figure, 6 month engagement to re-develop an inhouse system, enabling the client to unlock the value of their data as well as extend their architecture to support additional revenue streams. Developed the client relationship, managed the legal and financial agreements, defined the project architecture and supported and contributed to the technical delivery.

- Spearheaded a dual cloud migration engagement to enable a client to move parts of their application architecture to the cloud as well as engaging with Snowflake to re-implement much of the clients' data warehousing capabilities. Developed the client relationship, managed the legal and financial agreements and collaborated with the tech lead on the architecture and technical delivery.

Technical Expertise

- Designing and building web applications primarily using Java with Springboot, Hibernate, Oracle, MongoDB, Angular, React and jQuery. Have used Ruby on Rails, Symfony and ASP/.NET.

- Experience with RabbitMQ, Kafka, Kubernetes, Jenkins, Bamboo, CircleCI, Docker and Ansible with a solid foundational knowledge in order to be able to use the best tool for the job.

- Designing and implementing a Python networking system that performed packet inspection and processing running on a hand-made custom Linux build.

- Designing and building a multi-threaded C# component to integrate with an existing system architecture over RPC, performing cryptographic and networking functions.

Work Experience

April 2021 – Present

CoinMetro; Chief Operating Officer / Chief Technology Officer

Key highlights: Company grew by ∼2.5x headcount and ∼3x valuation while undergoing most significant cultural changes in the company history.

Working alongside the CEO to define the company's strategic goals and using a people orientated and collaborative approach to introduce change in all areas of the company in order to achieve them. Steering the company through establishing clarity at all levels, followed by defining people structures and processes to enable everyone to better align around our company goals. Coaching and mentoring individual members of staff to begin to achieve cultural changes through different behaviours. Leading from the front by establishing a culture of openness through being enthusiastic and open about receiving my own feedback. Dealing with innumerable challenges of all shapes and sizes, working with my colleagues to establish the best way forward for the company. Led efforts to establish company wide KPIs as well as championing data driven approaches to measure and achieve KPIs. Directed product and engineering development to capitalise on existing opportunities and exploit new ones.

October 2019 – April 2021

Infinity Works (part of Accenture); Principal Consultant

Key highlights: Fast paced environment that saw our London team grow from 50 to ∼150 in a year. Lead multiple accounts often working alongside the CTO and Head of Engineering within the client and was part of our regional commercial team internally.

Engaged with a range of clients across e-commerce, telecoms, government and gaming sectors in order to help them achieve their goals. I was responsible for multiple engagements in terms of delivery, contracts, staff well-being and technical designs and outputs. As an active as a member of the leadership team of Infinity Works I was on our commercial team, a mental health first aider and champion, involved in diversity and inclusivity and productisation of company assets.

March 2018 – June 2020

Entrepreneur

Key highlights: Created a vegan food company, which sold ∼1000 units of product through Amazon FBA but failed fast when we couldn't perfect the recipe. Created a B2C location based chat app to compete in between SnapMap and Nextdoor. Created the world's first light wallet for Cardano. Developed a crypto news website and experimented with building a trading bot. All of which gave me invaluable experience in entrepreneurship, customer engagement, business development, marketing and product market fit.

May 2016 – October 2019

Consultant Software Engineer

Various and varied consulting roles with an emphasis on web development, testing and automation, continuous delivery, Agile in various forms, team management, leadership, systems architecture, company culture, team efficiency, cyber security, architecture patterns including microservices, containerisation and developing co-workers through coaching and mentoring.

August 2012 – April 2016

Large Software Company (1000+ employees); Software Engineer

Delivered 6 distinct 6 month projects over 3 years. On a Java Web application the most time consuming work for all developers was database interaction until I delivered a Hibernate style interface for all developers to use.

I developed a bespoke networking system in Python which was deployed to three custom embedded Linux gumstix. The project involved AMQP as well as defining and implementing a gpio and udp protocol.

I worked across the business by contributing to design and architecture problems for a significant number of products and platforms. This involved forming and cultivating customer relationships, translating disparate and sometimes conflicting requirements into a robust set of designs and presenting those designs to stakeholders.

Education and Qualifications

Continuous Professional Development courses

.Cocoon (Leadership) Program, Leading The Infinity Works Way, Snowflake: SnowPro, Mental Health First Aid, Introduction to GSM networks, Introduction To 4G Networks, Google Web Toolkit, Enterprise Java, Java Web Services, Python for Experienced Programmers, C for Experienced Programmers and two courses at Blackhat 2014 – Exploit Lab Red Team and Advanced C/C++ Code Analysis.

2009-2012   Swansea University; Swansea

First Class BSc Computer Science