MAXWELL WERU

+254728837078 ♦ hello@maxwellweru.com ♦ Website ♦ LinkedIn

PROFESSIONAL SUMMARY

Seasoned and inspiring team leader with hands-on experience in developing go-to-market strategies and increasing revenue growth in rapidly-evolving tech environments. Brings robust skill set in conducting competitive market analysis, conceptualizing innovative product features, and maximizing market penetration across product-based sectors. Adept at leading high-performing teams through transformative leadership and effective project management to address targets and drive innovation. Known for cultivating profitable relationships with stakeholders and industry partners to capitalize on emerging opportunities.

CORE COMPETENCIES

- Lifecycle Product Management
- Business Strategy Development
- Market Trends & Pricing Analysis
- Customer Experience Enhancement
- Emerging Technologies Integration
- Business Opportunity Identification

- Client Base Expansion & Brand Awareness
- Holistic Project Management
- Key Stakeholders Engagement
- Partnership Development & Alliances
- Transformative Leadership
- Team Training & Performance Evaluation

WORK EXPERIENCE

Chief Executive Officer, **Tingle Software**, 2017 - Current

- Spearheaded the technical vision and execution of innovative projects, including the development of peer-to-peer lending platforms, electronic-KYC, payments platform, motor vehicle tracking software, and smart shipping containers.
- Provided hands-on technical leadership, offering expertise in software architecture, system integration, and IoT technologies to ensure the delivery of high-quality software products with a focus on innovation and efficiency.
- Established and nurtured strategic technical partnerships with industry stakeholders, leveraging technical expertise to align partnerships with the company's goals and drive technical innovation.
- Played a pivotal role in making strategic technical decisions, evaluating and adopting emerging technologies to keep Tingle Software at the forefront of the competitive tech landscape.
- Oversaw the technical aspects of business operations, ensuring successful project execution, efficient financial management, and alignment of technical and business strategies for sustainable growth and profitability.

NOTABLE PROJECTS

Electronic-KYC, messaging, and payments platform (Falu) 2020 - Current: Innovative electronic-KYC, messaging, and payments platform. The system integrates cutting-edge Know Your Customer (KYC) processes with secure messaging and seamless payment capabilities. Its current deployment reflects ongoing commitment and adaptability to the evolving financial technology landscape.

Motor vehicle tracking software (Yatsa) 2021-2023: Spearheaded the development of a robust motor vehicle tracking software providing real-time location data and analytics. This solution enhances fleet management, ensuring security, and improving overall operational efficiency. Successfully delivered and maintained between 2021 and 2023.

Peer to Peer lending platforms (PesaPata), 2017-2024: Led the development of multiple peer-to-peer lending platforms, integrating Machine Learning for precise credit scoring, Infrastructure as Code for streamlined deployment, and automated repayment reminders to foster responsible financial behavior. This played a crucial role in the secure and efficient growth of the fintech ecosystem.

Smart shipping containers (TH2G), 2017-2020: Drove the comprehensive development of TH2G's smart shipping containers, seamlessly integrating expertise in designing PCBs/motherboards, utilizing Azure IoT Hub for high stream events, and leveraging Windows IoT Core and Bluetooth Low Energy technologies. The implementation included a sophisticated weighing floor system for accurate cargo monitoring. The culmination of these technical advancements not only contributed to operational efficiency but also led to the successful filing of two patents, underscoring the project's innovative impact in the realm of smart container technology.

Church membership and registration platform (CITAM), 2020: Developed a comprehensive membership and registration platform tailored for CITAM in early 2020. The system streamlined church administration, providing a centralized database for member information and facilitating efficient registration processes.

Student attendance biometric software (UoN), 2016: Implemented a robust biometric software solution for tracking student attendance at the University of Nairobi in 2016. The system ensured accurate attendance records, contributing to the institution's commitment to academic excellence. This was also used for confirmation during one final semester examinations.

Digital speed governors (EKAS, Kensrin), 2012 & 2013-2014: Contributed to the development of digital speed governors for EKAS in 2012 and Kensrin from 2013 to 2014. These solutions promoted road safety by controlling vehicle speeds, aligning with regulatory standards and industry requirements. Also contributed to finalization of the official regulatory standard by KEBS in 2012

Insurance brokerage software (Eden Rock Insurance Brokers), 2010-2012: Developed a user-friendly insurance management software for Kenyan brokers, offering comprehensive features like policy and client management, automated reminders, KPI-based performance monitoring, and vehicle cover printing to streamline operations and enhance service efficiency.

[OSS] Dependabot for Azure DevOps, 2020 - Current: Actively involved in the open-source community, contributing to the development and maintenance of Dependabot for Azure DevOps since 2020. This involvement showcases commitment to enhancing the security and reliability of software projects.

[OSS] EventBus framework for .NET, 2021 - Current: Engaged in the ongoing development of an open-source EventBus framework for .NET, demonstrating dedication to advancing event-driven architectures in the software development community since 2021.

EDUCATION

Bachelor's Degree in Electrical & Electronics Engineering, University of Nairobi, 2015

TECHNICAL SKILLS

C#, .NET, Entity Framework Core, REST, ASP.NET Core, C, JavaScript, PCB Design, C++, Web Development, Microsoft Azure Cloud, Bicep, SQL Server, MongoDB, Kubernetes

SOFT SKILLS

- Excellent Communication & Active Listening
- Relationship Building & Nurturing
- Analytical Thinking & Complex Problem-Solving
- Critical Decision-Making
- Accuracy & Thoroughness
- Time Management & Organization
- Multitasking & Prioritization
- Integrity & Accountability

LANGUAGES

English: full proficiency | **Swahili**: full proficiency