

Omar Ali

Senior Engineering Leader | Director / VP of Engineering / CTO | 24+ years

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Builds and scales distributed engineering organizations across Europe, the Middle East, Asia, and Australia. Strengths in engineering org design, scaling and cross-region team leadership, hiring and bar-raising, M&A technical integration, and platform strategy, with a consistent record of strong team health and above-average eNPS. Track record spanning finance, e-commerce, food delivery, social media, advertising, and blockchain, including institutional digital asset custody at Deutsche Bank and platform leadership at Delivery Hero and HelloFresh. Deep in regulated fintech domains, including blockchain and tokenization, MiCA/BaFin/AML compliance, and company-wide GraphQL API standards, with a hands-on background across Java, Go, Python, Ruby, Node.js, and PHP on AWS, GCP, and on-prem. Executive engineering roles across six companies (Director at Deutsche Bank, HelloFresh, and Delivery Hero; CTO at EatFirst, Eventtus, and OverC Studios), with 200+ interviews conducted, 80+ engineers hired, and 10+ former direct reports since promoted into Director, Head-of, and VP roles.

EXPERIENCE

Senior Technology Manager, Director, Deutsche Bank / DWS Core Platforms, Berlin / Frankfurt, Germany **Jan 2026 - Present**

- Took ownership of DWS's core technology stack (SimCorp Dimension and Aladdin) by leading the Core Platforms squads, having been brought in to steward the asset-management platform foundation.
- Shaped DWS's new tokenization platform from the ground up by serving as Blockchain Tech Lead across its early architecture.

Key platforms: SimCorp Dimension, Aladdin. Tech: Blockchain.

Director, Digital Asset Custody, Deutsche Bank, Berlin / Frankfurt, Germany **Oct 2023 - Dec 2025**

- Launched the bank's first MiCA-ready blockchain platform under BaFin supervision by building and leading a 40-engineer team across Germany, the UK, and India.
- Made the platform production-ready by architecting and coordinating 20+ internal integrations into payment, custody, compliance, and core-banking systems.
- Kept the platform compliant with security, AML/AFC, data-privacy, and data-residency rules by embedding those controls directly into the architecture under financial-services oversight.
- Supported banking operations across multiple geographies by establishing secure, scalable system architectures suited to enterprise-grade demands.

Tech stack: Java, Kafka, Oracle, Blockchain, on-prem, GCP.

Director, Engagement Alliance, HelloFresh, Berlin, Germany **Feb 2023 - Aug 2023**

- Kept Recipe Engagement and Personalization shipping across HelloFresh's global brand portfolio by leading a 60-engineer alliance after taking over the engagement platform.
- Improved delivery throughput by running an organization optimization that made the alliance leaner and faster to ship.

Tech stack: Go, Kotlin, PostgreSQL, Kafka, Terraform, AWS.

Director, Vendor Supply Chain, Delivery Hero, Berlin, Germany **Apr 2021 - Jan 2023**

- Built a EUR 5M GMV Restaurant Supply Chain business serving foodpanda, PedidosYa, Talabat, and Mjam by bootstrapping the product and organization from scratch.
- Took a new platform from zero to kickoff within three months by drafting the technical roadmap and system designs on arrival.
- Recruited 80+ engineers across Delivery Hero by serving as bar raiser and hiring manager across 200+ interviews while scaling the organization.
- Set the GraphQL standard adopted across Delivery Hero brands by co-authoring the company-wide API Guidelines.
- Raised the bar on technical guidelines, cross-squad collaboration, hiring, and onboarding by introducing company-wide changes as a cross-company bar raiser.

- Scored 60+ points above the company-average eNPS by investing heavily in team health and culture while leading a newly formed org.

Tech stack: Python, Go, PostgreSQL, DynamoDB, Kafka, Terraform, AWS, GCP.

VP of Engineering, Jodel, Berlin, Germany

Apr 2020 - Mar 2021

- Led engineering for Jodel's hyperlocal social network as VP of Engineering, owning platform delivery, reliability, and team leadership.

CTO, EatFirst, Berlin, Germany

Apr 2019 - Apr 2020

- Consolidated three acquired companies onto a unified platform in under 12 months by running the pre- and post-acquisition technical integration as CTO through the M&A.
- Kept delivery moving across four time zones by directly managing a 16-engineer team spanning Australia, Lithuania, Germany, and Egypt.
- Stood up a new Egyptian engineering team in six weeks by running a focused hiring sprint to add local delivery capacity.
- Simplified post-M&A complexity by planning and supervising the migration of acquired platforms onto a shared stack.

Tech stack: PHP, C#, Python, PostgreSQL, SQL Server, Ansible, Terraform, AWS.

Lead Software Engineer, WeQ Global, Berlin, Germany

Apr 2017 - Mar 2019

- Delivered 1B+ clicks per day at sub-50 ms p99 by building and scaling a distributed AdService to replace the legacy serving layer.
- Bought runway for the rebuild by maintaining and progressively refactoring a 50M-request/day PHP-on-MongoDB monolith.

Tech stack: Java, PHP, MongoDB, Aerospike, Kafka, Hadoop, Ansible, Consul, Packer, Terraform, AWS.

CTO, Eventtus, Cairo, Egypt

Oct 2015 - Feb 2017

- Grew the technical team from 2 to 14 and scaled the company from 7 to 24 by rebuilding the hiring pipeline, introducing competency-based appraisals, and enforcing pay grades as incoming CTO.
- Reached 5x scalability at 75% of prior cost and powered conferences with 50k+ attendees by automating rolling deployments on AWS and cutting over from a monolith to microservices in Ruby, Node.js, and Go.

Tech stack: Ruby on Rails, Node.js, Go, PostgreSQL, AWS.

CTO, OverC Studios, Cairo, Egypt

Jul 2013 - Jan 2015

- Shipped multiple cross-platform mobile projects by designing the architecture and building a 14-person team to stand up the studio.

Tech stack: Ruby on Rails, PostgreSQL, AWS.

Technology Manager, Raya Social Media, Cairo, Egypt

Aug 2011 - Jun 2013

- Launched Egypt's first two social networks (OshareK and Nassya) by owning the technology end-to-end.

Tech stack: Ruby on Rails, PostgreSQL, AWS.

Earlier Experience (2002 - 2011): Software engineering and technical lead roles across web and enterprise systems: Technology Manager at Damlag (2010 - 2011), Development Team Lead at Egypt Development Center (2009 - 2010), and Lead Software Engineer at OpenCraft (2006 - 2009), delivering Drupal, vTiger CRM, and Apache Lucene solutions with PHP, Apache, MySQL, and Linux.

EDUCATION

Cairo University, 2003.

LANGUAGES

English (Fluent), German (Intermediate).