

## Mark Grebler

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### Professional Profile

An empowering leader who can form highly motivated teams focused on developing software to deliver customer value. I have over 20 years of software product development experience and have led a diverse range of projects across a wide variety of domains for over 15 years, including 8 years as the peak technology role (CTO or Head of Engineering)

### Key Skills

- Clarifying company strategy and vision to help my product development teams have a clear understanding of their direction
- Focusing on the customer problems and opportunities, enabling teams to have ownership of those problems and help drive the solutions themselves
- Aligning teams to focus on delivering customer outcomes over feature output
- Driving a fact-based and hypothesis-driven agile development cycle to expedite the validation of product direction
- Building high-performing teams by creating a safe environment with open communication to allow teams to give honest feedback and input, knowing it will be heard and acted upon
- Creating a learning environment where people spend time on self-improvement and feel comfortable to fail to learn

### Key Experience

#### *Informed Decisions (.id)*

ID provides spatial population and demographic data to Local Government and Industry for over 25 years.

#### *Head of Product Engineering*

*March 2025 – April 2026*

Key Responsibilities:

- Accountability for the Product-Engineering department
- Technical Strategy and architecture development
- Engineering staffing, practices and capability
- Product Management practice coaching and support (before we had a Head of Product)

Achievements

- Grew the Product Engineering Department from 7 to 12.
- Developed the company-wide operating cadence, including OKRs
- Uplifted the engineering capability providing transparency to the business through metrics and delivery cadences
- Supported technology due diligence which resulted in a successful sale of the business

#### *EstimateOne*

EstimateOne is a platform for connecting commercial construction firms and subcontractors and has already been used by 50,000 organisations in Australia, New Zealand, the UK, and Ireland. EstimateOne went through a \$35M Capital Raise in December 2021 and was recognised as AFR BOSS 3rd best tech company to work at in 2022 and Great Place To Work Australia's 5th best workplace in technology.

#### *Chief Technology Officer*

*August 2021 – November 2024*

#### *Head of Development*

*May 2020 – August 2021*

Key Responsibilities:

- Accountability for the Product-Development delivery and infrastructure (DevOps)
- Technical Strategy development and execution
- Application security, reliability and performance
- Engineering staffing, practices and capability
- Company risk management, cybersecurity, and compliance
- Product Management practice coaching and support (before we had a Chief Product Officer)

- Internal IT and enablement

#### Achievements

- Contributed to 220% revenue growth over my time at E1 (averaging 25% YoY), with 35% YoY in FY24
- Developed a Tech Strategy and executed it which modernised our infrastructure, allowing us to develop more efficiently and scale to meet increasing demand needs
  - Introduced containerisation and autoscaling, microservice architecture, and data mesh to leverage data
- Grew the engineering team from 7 to a peak of 50 (including local and remote, permanent and outsourced developers) during a significant growth year before stabilising to a current number of 40 permanent engineers.
  - Introducing and codifying leadership and technical practices
- Developed an Engineering Growth Framework to clearly articulate growth and promotion expectations for developers as well as embed an engineering culture within EstimateOne
  - Similarly supported the development of a Product Management Growth Framework.
- Introduced a new risk framework that provided focus and simplicity to how we managed and reduced risk
- Led a security program to clearly articulate our target security posture and uplift our security significantly
  - We currently have Cyber Essentials certification and are implementing a program towards ISO 27001

### ***FOCUS HQ***

Focus HQ is a Melbourne-based startup that provides a SaaS tool to help companies manage large projects and portfolios.

#### ***Head of Engineering Chief Software Engineer***

***November 2018 – March 2020  
July 2018 – November 2018***

#### Key Responsibilities:

- Provided technical and architectural direction for the company
- Grew and manage a local software development team from scratch
- Managed all software development across the company including people in Vietnam, the Philippines and Melbourne, totalling 15 people at its peak
- Provided technical input and guidance for sales efforts

#### Achievements

- Grew a local cross-functional software development team of 6 in Melbourne
- Transferred ownership of the entire five-year-old codebase from an outsourced, offshore team in Vietnam, to the Melbourne team
- Matured the software development of the company, taking it from no CI/CD at all to completely automated deployment.
- Coached the Chief Product Officer in Product Management and helped set up quantitative prioritisation for the company
- Successfully achieved SOC2 Type I compliance

### ***GROWING ENERGY LABS (GELI)***

GELI is San Francisco-based startup that provides software solutions for designing, automating, and managing energy storage and microgrid systems

#### ***Senior Software Manager / GM GELI Australia***

***January 2018 – June 2018***

#### Key Responsibilities:

- General Management of GELI Australia (up to 10 people)
- Led the software engineering in Australia
- Facilitated communication between the Australia and the San Francisco HQ
- Managed end-to-end recruitment in Melbourne
- Supported sales and led customer delivery relationships

#### Achievements

- Worked with the Executive to help drive and form a cohesive company strategy
- Helped to clarify and simplify the product lines of the company
- Realigned teams around those products and began shifting the culture towards delivering value to customers

- Upskilled the engineers and business in software product development principles including Agile development

### ***ACONEX LTD***

Aconex is a public Australian company providing mobile and web-based collaboration technologies for project information and process management, on a SaaS basis, to clients in the construction, infrastructure, power, mining, and oil and gas sectors.

#### ***ENGINEERING MANAGER***

***September 2015 – January 2018***

#### ***SENIOR SOFTWARE ENGINEER***

***January 2014 – September 2015***

Key Responsibilities:

- Delivering software with an agile, cross-functional team of 10 people including a Product Manager, Product Owner, User Experience Designer, Software Engineers and QA engineers
  - The team was responsible for developing insights, reporting and data products at Aconex.
- Line management responsibility of the Software Engineers and QA (6 people) on the team, including managing growth and career progression
- Delivery and architectural accountability of the system
- Working with Product Management and User Experience to define the product roadmap and deliver using Hypothesis Driven Development
- Communicating with Sales, Marketing, Client Support, Client Operations to refine the roadmap and coordinate market releases
- Software development, infrastructure automation and management, and operational support of the system
- Staffing and recruiting of engineers on the project
- Team budget oversight and completion of the R&D Tax Incentive documentation

Achievements

- Motivated the need for a Data Strategy for the company with the Executive, and drove the strategy to fruition
- Lead the delivery of a brand new Big Data analytics product from inception to General Availability and use by tens of thousands of organisations
- Pioneered the first product in the company to be fully in AWS, managed and maintained entirely by the development team (DevOps)

### ***CAE Professional Services Australia***

CAE Professional Services Australia is a leading provider of consulting services for advanced simulation technology, decision-support systems, and services and solutions for domains such as Defence, mining, healthcare and emergency management.

#### ***SENIOR SOFTWARE ENGINEER / DEVELOPMENT LEAD***

***December 2008 – December 2013***

#### ***SOFTWARE ENGINEER***

***September 2005 – December 2008***

Key Responsibilities:

- Market segment management of all CAE Professional Service's projects at Defence Science and Technology Organisation (DSTO) Australia, including proposal authoring, business development, securing project work and staffing
- Technical leadership and direct supervision of teams of Software Engineers (up to 10 people on three different projects simultaneously).
- Project management (some as Scrum Master), feasibility analysis, scoping and project-level planning
- Software development including design, implementation, testing, and maintenance
- Requirements elicitation and authoring Software Requirement Specification documentation

### ***Oakton Ltd***

#### ***EAI TECHNICAL ANALYST***

***March 2005 – September 2005***

Consulted to SP AusNet as an Enterprise Application Integration (EAI) analyst

## Education

Bachelor Engineering (Software) Honours /  
Bachelor Commerce

The University of Melbourne,  
Parkville, Victoria

## More about Mark

Articles and videos:

- An article about [building an engineering culture](#) and [how to grow high-performing software engineering teams](#)
- The [EstimateOne Engineering Growth Framework](#) and an article that describes [how the framework was created](#)
- An article about [Agile estimation](#)
- A video about [understanding the principles of Agile development and focusing on flow to deliver value faster](#)
- A video about [how to improve how you learn](#)
- A video about [how to map pathways to improve DevOps maturity](#)