

Jeffrey Pearce

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Summary

I am an accomplished Engineering Manager with over 15 years of experience, specializing in leading high-performing teams to deliver large-scale, high-quality web products. I have a proven track record of driving innovation, fostering cross-team collaboration, and achieving outstanding results in fast-paced, evolving environments.

My key skills include Engineering Leadership, Communication, Frontend Design Systems, Agile Project Management, SDLC, Product Management, Web Development, JavaScript and React, Computer Science, Cross-Functional Coordination, Strategic Planning, Code Review, Professional Development, MySQL, REST API Integration, PHP, CSS, HTML, WordPress, eCommerce, AI Integration, GitHub, Continuous Integration (CI/CD), Docker, Figma.

Work Experience



Automattic | 2009 - 2024

Technical Program Manager, Special Projects Team | Oct 2023 - Oct 2024 (1 year)

Engineering Manager, Theme Development Team | Aug 2020 - Oct 2023 (3 years 3 months)

Engineering Squad Lead, WordPress.com Theme Development Team | Mar 2020 - Aug 2020 (6 months)

- Transformed a PHP focused engineering team to a JavaScript and React focused team, that contributed directly to the WordPress Gutenberg open source project. I hired and trained engineers, and continued to provide support through pair programming and code review.
- Led teams of 10 Engineers and 5 Technical Account Managers, owning the development and launch of high-quality WordPress projects for partners and Automattic platforms, including millions of sites on WordPress.org and WordPress.com.
- Collaborated closely with design, engineering, and contractor teams to deliver innovative, full site editing solutions and establish WordPress block theme development standards.
- Directed the strategic retirement of the Premium Theme Program, working with the finance team, CFO, and CEO to meet audit requirements, while managing the program billing, product development, and deployment.
- Coached and mentored team members, fostering leadership development and preparing future team leads.
- Managed all code and infrastructure for the WordPress.com Premium Themes squad, ensuring smooth product releases and ongoing support through implementation of key strategic processes for efficiency.

Creative Technologist, Design Division | Nov 2018 - Mar 2020 (1 year 5 months)

Senior Software Developer, Theme Development Team | Jul 2015 - Nov 2018 (3 years 5 months)

Senior Software Developer, WooCommerce | Dec 2009 - Jun 2015 (5 years 7 months)

- Transitioned into a Creative Technology role after a Design Organization restructure, expanding on prior responsibilities as a Senior Developer to include design-focused tasks and cross-functional collaboration.
- Continued managing over 100 WooThemes products and codebases after Automattic's acquisition of WooThemes, ensuring quality and consistency across platforms like WordPress.com and WooCommerce.
- Contributed to multiple teams, including WooCommerce, WordPress.com Themes, Jetpack, and the WordPress.com Design team, developing both themes and plugins.
- Awarded as a Honorary Happiness Engineer in November 2017 for empathy and patience demonstrated while overseeing the strategic retirement of a popular product, resulting in positive customer interactions.
- Originally joined WooThemes as a Senior Software Developer, where I built and maintained the core WooFramework, led product development for the Sensei Learning Management System, led the Flexslider jQuery open source project, and conducted technical reviews for the WooCommerce eCommerce plugin.
- Managed code deployment tools and infrastructure, and represented the company by speaking at WordPress conferences.
- Reported directly to company founders, contributing to high-level strategic decisions and technical direction.



Analyst Developer | Jan 2007 - Nov 2009 (2 years 11 months)

- Hired as an Analyst Developer, quickly transitioned into a Business Analyst role.
- Led project management, business analysis, and quote approvals, while representing the Business Analysis discipline on the company's steering council.
- Formed and led Ruby on Rails, .NET, and PHP teams, and architected the in-house MVC PHP framework.
- Reported directly to the Managing Director.



FLIXY | Part time 2015 - 2018

Technical Advisor/Consultant | 2015 - 2018 (3 years)

- Provided early-stage, part-time technical advice for the FlixY app, including participating in video conference calls with the technical team, reviewing technical briefs, and advising ownership on technical matters.

Education



University of Cape Town | BCom Honors, Information Systems | 2002 - 2006

- Began my degree in the Science faculty with a BSc in Computer Science, successfully transferring to the Commerce faculty at the end of my second year.
- Completed my Undergraduate degree BCom in Information Systems (2002-2005).
- Awarded for Top 5 Systems Development Project in the 3rd year.
- Completed my Postgraduate degree BCom Honors in Information Systems (2006).
- Postgraduate Thesis published by Springer and presented at the World Conference on Computers in Education 2009 in Brazil.

Licenses & Certifications

- Reboot Internal Leads Training at Automattic - Reboot.io | 2021 cohort
- Preventing Harassment and Discrimination: Supervisors - EVERFI | Issued Sep 2020, Updated Dec 2023
- Intersections: Supervisor Anti-Harassment - LawRoom (acquired by EverFi) | Issued March 2017
- Finance: Time Value of Money - Smartly Learning | Issued April 2019
- Accounting I: Fundamentals - Smartly Learning | Issued April 2019
- Microeconomics I: Supply and Demand - Smartly Learning | Issued April 2019
- Marketing Fundamentals - Smartly Learning | Issued April 2019
- One-Variable Statistics - Smartly Learning | Issued April 2019
- First Look: WordPress Full-Site Editing - LinkedIn | Issued April 2021

Publications & Speaking Engagements

- **Ensuring Success and Quality through the Use of Standards in Team Projects: Students' Perceptions** | Education and Technology for a Better World, IFIP Advances in Information and Communication Technology (IFIP AICT 302), Part IV: Digital Solidarity, 189-197, New York: Springer · Jan 1, 2009
- **PHP South Africa 2014** | *PHP and WordPress Security*
- **WordCamp Cape Town 2015** | *WordPress Futures*
- **WordCamp Cape Town 2014** | *Workshop: Securing your WordPress site*
- **WordCamp Cape Town 2013** | *Conference Organizing Team*
- **WordCamp Cape Town 2012** | *The Best Tools for the Job*
- **WordCamp Cape Town 2011** | *WordPress as a Development Framework*
- **WordCamp Barcelona 2010** | *WooTumblog, Post Formats, Express App*
- **NetProphet 2009** | *Conference Organizing Team*
- **White Wall Web: Web Application Super Heroes Conference 2007** | *.NET, MVC, and ORM Review*
- **White Wall Web: Web Application Super Heroes Conference 2007** | *Business Analysis Tools & Approaches*