



Dermot Dooley

Senior Engineering Leader

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Summary

Engineering leader with 15+ years experience building high-performing teams in Irish tech. Track record of delivering complex technical programmes at pace while creating engineering cultures where people grow, stay, and do their best work - grounded in clear career progression, psychological safety, and a sharp commercial lens.

Work experience

Interim Director of Engineering

Oct 2024 - May 2025

CarTrawler

- Stepped in during a critical leadership transition to own the Engineering, Architecture, and Insights functions across a 10-squad department — stabilising delivery pipelines and maintaining 100% project delivery throughout.
- Represented Engineering at C-Suite level as part of the Product & Technology Leadership Team, owning departmental strategy and managing executive stakeholder relationships during a period of significant organisational change.
- Defined and executed the Departmental Engineering Strategy, aligning technical roadmaps directly to commercial objectives and ensuring the platform was positioned for long-term scalability.
- Established departmental operating cadences — OKRs, Agile frameworks, and leadership forums — creating clear alignment between technical teams and executive strategy.
- Championed diversity and inclusion through active sponsorship of Women in Tech initiatives, contributing to a stronger, more representative engineering culture.

Senior Engineering Manager

Feb 2019 – Oct 2024 | - | May 2025 – Present

CarTrawler, Dublin, Ireland

- Lead and mentor 21–30 engineers across multiple squads, including Engineering Managers and Tech Leads, with accountability for org design, career development, and long-term team strategy.
- Drive continuous delivery of major partner integrations — easyJet, AFKLM, American Airlines, and Uber — alongside foundational platforms including a Campaign Management System and Customer Portal.
- Scale engineering capacity dynamically (+/- 20 headcount), balancing full-time staff development with strategic use of trusted contracting partners.
- Delivered a car imagery overhaul — leading technical strategy through to execution — resulting in annualised savings of €200k and a measurably improved user experience through 3D model integration.
- Reduced AWS infrastructure costs by 10% (€120k) through targeted performance and cost optimisation, alongside launching SnowPlow Advanced Analytics to improve data-driven decision-making.
- Introduced a new organisational structure and Engineering Levels Framework, standardising career progression across the department.
- Modernised legacy integration documentation from a broken Sphinx setup to Astro Starlight, using AI tooling to accelerate delivery and restore a critical partner resource.
- Established Engineering Days, brown-bag sessions, and in-office competitions to build a stronger Product & Technology culture and improve team engagement.

Engineering Manager - Multiple Teams

Oct 2017 - Feb 2019

CarTrawler

- Led cross-functional teams of 10–14 engineers, clearing a critical backlog of partner requests and materially improving delivery throughput.
- Improved release cadence through process discipline and architectural decoupling, reducing technical debt and shortening the delivery cycle.
- Built a centralised design system and logo library, eliminating redundant front-end work and establishing consistent brand standards across partner integrations.

Education

MSc, Creative Digital Media

Sept 2014 - May 2017

Technology University Dublin, Ireland

The Masters in Creative Digital Media provides a thorough grounding in the core skills and knowledge of digital media technologies and offers specialist production techniques dedicated to the specific needs of the digital media industry.

BSc(Hons), Multimedia in Computer Programming

Sept 2003 - May 2006

IADT, Dublin, Ireland

Intensive focus on interactive media production reinforced by advanced programming and UX principles.

Skills

Org Design - Career Frameworks - OKRs - C Suite Stakeholder Management - Platform Engineering - Engineering Culture

Engineering Environment

AWS - Kubernetes - Java - Angular - React - SnowPlow