



Martin Hathaway

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Technical Product Lead (& *CTO secret weapon*).

I deliver complex roadmaps by bridging high-level architectural oversight with deep technical execution, utilising rapid prototyping to validate assumptions and unblock engineering bottlenecks.

Founder & Senior Technical Product Lead

JUL 26 – PRESENT [Musequence](#) • Remote, UK

Musequence offers personalised museum audio guides that are individually tailored to customers' interests and available time — making every museum visit magical.

- **AI Pipeline Orchestration:** Architected an automated content production pipeline using Perplexity AI and ElevenLabs APIs to generate personalised audio guides. Implementing on-demand generation to significantly reduce time-to-market and improve scalability.
- **Product Strategy:** Owned the full product lifecycle from research to distribution. Prioritised high-priority launch museums and executed a low-cost marketing plan.
- **Full-Stack Development:** Led cross-platform product development using Firebase and Flutter, delivering high-performing MVPs via rapid prototyping to validate assumptions before committing to product engineering cycles for web and native mobile apps.
- **Growth Engineering:** Engineered high-performance marketing assets with technical SEO best practices. Combined architectural integrity with marketing growth goals to ensure long-term discoverability and organic search traffic.
- **0-to-1 Execution:** Accelerated product delivery by bridging abstract concepts with production-ready software. Owned critical path decisions ranging from tech-stack selection to automated content generation.

SKILLS

AI orchestration
Business development
B2B sales & partnerships
Customer experience design
Customer support
Email marketing
Full stack web development
Marketing strategy
Mobile app development
Product development / roadmap
Search engine optimisation
Solution architecture
Technical project management
UI & UX design



SKILLS

Acquisition due diligence
AI orchestration
AWS Cloud architecture
Business development
Customer experience design
Data science
Email marketing
Full stack web development
Legal & regulatory compliance
Marketing strategy
Product development roadmap
Support & customer service
Technical project management
UI & UX design

Side-projects

2024

[Cannabis Factory Finder](#)

Machine learning research project

2026

[Level Crossing Status](#)

API data feed for Google Maps

2026

[Split-Flap Animation](#)

Front-end JavaScript library

2024

[YouTube Playlist Watch Time](#)

Chrome extension

JUL 24 – PRESENT

Founder & Senior Technical Product Lead

[Rewarding Rail](#) • Remote, UK

Rewarding Rail is a national customer loyalty programme for rail passengers in Great Britain.

- **Validation & Rapid Prototyping:** Orchestrated a manual spreadsheet PoC to validate market demand with minimal capital expenditure, allowing for rapid iteration on the core loyalty loop.
- **Scalable Architecture Migration:** Addressed the tech debt by directing the transition from an initial prototype to a robust AWS-powered PostgreSQL architecture, retrofitting AI automations to handle high-volume ticket submissions.
- **AI-Driven Processing:** Developed automated AI agent workflows to ingest and interpret customer-submitted train tickets. Automating core operational processes to reduce friction and scale the platform.
- **API & MCP Adoption:** Engineered tool-use capabilities via MCP and standard APIs, enabling autonomous agents to securely access data and perform real-time actions alongside human-in-the-loop operations.
- **Feature Solution Architecture:** Designed core platform features including transactional email infrastructure and the architectural foundations for future brand partnerships.
- **Operations Dashboard Development:** Built custom internal dashboards to provide actionable, real-time visibility for stakeholders (e.g. user activity, platform resilience and fraud prevention).
- **Data Science & Warehousing:** Architected a robust data warehouse solution for customer/trip datasets, enabling commercialisation of data insights as a significant secondary revenue stream post-acquisition.
- **Go-to-Market & Growth Strategy:** Developed an SEO-optimised content strategy around cornerstone articles to establish authority and drive sustainable organic growth within the rail industry niche.
- **End-to-End Execution:** Served as the primary technical customer support point of contact; resolving business critical bugs and prioritising high-pressure support requests.
- **M&A & Due Diligence Readiness:** Prepared the business for strategic acquisition by formalising all the technical documentation and structuring a professional data room for investors.

FEB 22 – PRESENT

Special Police Constable

[Metropolitan Police Service](#) • London

I am proud to volunteer my time each week to serve my local community as a police officer in the Emergency Response & Patrol Team (ERPT), responding to 999 calls and incidents.

Senior Technical Project Manager

APR 21 – JAN 24 [Seatfrog](#) • Remote, UK

Seatfrog was a tenacious, VC-backed software start-up. Punching above its weight to deliver product innovation and agility within a traditionally under-appreciated public sector: passenger rail.

- **Solution Architecture & Product Delivery:** Bridged the gap between business requirements and engineering execution for complex B2B enterprise integrations and B2C mobile products. Contributed directly to solution architecture, UX design, and technical pre-sales.
- **Strategic Roadmap Orchestration:** Managed competing priorities between high-growth product development and custom client delivery, ensuring all projects met success metrics in a heavily regulated environment.
- **Stakeholder & Regulatory Compliance:** Navigated complex stakeholder environments (National/Governmental) to secure necessary accreditations and oversaw cybersecurity and fraud prevention initiatives.
- **Team Leadership:** Scaled the project management function by hiring and managing direct reports, establishing high-performance standard operating procedures for programme delivery.

Technical Project Manager

JUN 20 – DEC 20 [HighCohesion](#) / [Ecommerce Thinking](#) • Remote, UK

HighCohesion was a data-streaming platform start-up, operating in stealth mode. My focus was on the systems integration and e-commerce consultancy division (Ecommerce Thinking).

- **Integration Architecture:** Owned the delivery of complex, business-critical systems integrations (ERP, WMS, and E-commerce platforms), ensuring seamless data flow between Microsoft Dynamics and Shopify Plus.
- **Infrastructure & Scalability:** Identified organisational bottlenecks and scaled capacity by establishing an offshore development partnership in Poland, managing both technical output and remote team dynamics.
- **Organisational Design:** Served as the foundational PM for the consultancy division; engineered the entire project management lifecycle from scratch, including tool selection, reporting structures, and governance for a rapidly scaling startup.

Senior Technical Project Manager

DEC 19 – MAR 20 [SQLI](#) • Central London

SQLI is a leading European digital experience and transformation services agency specialising in delivering omnichannel commerce.

PRODUCTS

Upgrades (Android & iOS apps)
Upgrades (SDK / white label)
Train Swap (web apps)
Ticketing (Android & iOS apps)
Real-time Events (APIs)
Flex / Magnet (web apps)

CLIENTS

Avanti West Coast
Caledonian Sleeper
CrossCountry Trains
East Midlands Railway
Grand Central
Great Western Railway
London North Eastern Railway
Northern Trains
Rail Delivery Group
ScotRail
TransPennine Express
Trenitalia

CLIENTS

Alessi • 2020
Bother • 2020
Grenade • 2020
Guild Esports • 2020
Oddbox • 2020
Pure Electric • 2020
Simple Foods • 2020
Totême • 2020

PLATFORMS

HighCohesion
Shopify Plus
Magento 2
Microsoft Dynamics



CLIENTS

Sophie Conran • 2019
The Conran Shop • 2019
Yoyo Wallet • 2019
Ehrman Tapestry • 2018-19
Tech21 • 2018-19
PeopleCheck • 2017-19
The Old Cinema • 2017
NURVV • 2016-19
The Conran Shop • 2016-17
Boodles • 2017
Osprey Europe • 2017
Lola Rose • 2016-17
Wellbeing Network • 2016
Removal Boxes UK • 2016
OPI UK • 2016
Wine Mill • 2016
JING Tea • 2016

PLATFORMS

Magento 2 Cloud & On-prem
Magento 1
WordPress
WooCommerce
BigCommerce
Akeneo PIM

Professional Training & Certifications

JUL 2019
[PRINCE2®](#)
Foundation certification

SEP 2016
[British Computer Society](#)
Foundation Certificate in Agile

Technical / Digital Project Manager

2016 – 2019 [LogicSpot](#) • Richmond, London

LogicSpot were a full-service e-commerce agency specialising in designing, developing and marketing premium, brand-led sites on platforms like Magento and WordPress/WooCommerce.

- **Full-Cycle Solutions Architecture:** Acted as a hybrid BA and Technical Lead for complex e-commerce builds, translating ambiguous business requirements into actionable technical specifications for development teams.
- **Complex System Integration:** Orchestrated the delivery of high-value projects (£500k+) involving deep integrations between Magento 2, ERPs, and logistics (3PL) systems.
- **Team & Stakeholder Orchestration:** Managed cross-functional teams (Designers, Developers, DevOps) while simultaneously managing high-touch relationships with client creatives and merchandising leads.
- **Process Innovation:** Institutionalised Agile practices (Scrum/Kanban) across the agency to improve delivery velocity and transparency for diverse project types (Web, App, E-commerce).

Senior Front-end & WordPress Developer

JUN – DEC 15 [LogicSpot](#) • Richmond, London

Web Systems Technician

2011 – 2014 [The Netherhall School & Sixth Form Centre](#) • Cambridge

Founder & Technical Product Lead

2009 – 2011 [Church is Social™](#) • Cambridge

Web Designer

2008 – 2009 [Endis Ltd.](#) • Cambridge

Education

2006 – 2009 [University of Portsmouth](#) • Portsmouth
1999 – 2006 [The Netherhall School & Sixth Form Centre](#) • Cambridge